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A.B.C.
"Gold Medal"
Dahlia Flowered
Zinnia

1925

ABC
SUPREME QUALITY

Flower Seeds

Bulbs and Plants

Florists' Requisites

Growers of
Gladioli Bulbs

in Large Volume and in
"The Better Varieties"

A.B.C. GOLD MEDAL
Dahlia Flowered
ZINNIA

Illustrated Above
To Grow Under Glass
or Out-of-Doors
See Inside Page for
Description and Prices

Wholesale Prices

for Florists, Seedsmen, and
Nurserymen



AMERICAN BULB COMPANY

Importers & Growers

172 No. WABASH AVENUE

Chicago

6 MURRAY STREET
New York



Address Orders from This List to 172 No. Wabash Ave., Chicago, Ill.



AMERICAN BULB COMPANY

Importers & Growers

Chicago
and
New York



This Wholesale Price List

are continually striving to procure and grow the finest stocks of Commercial Flowers (Bulbs and Seeds), both novelties and selected strains of standard kinds, all of absolute reliability, and at the most reasonable prices at which such quality can be bought.

Secondly we desire this booklet to replace to an extent the personal call of one of our many travellers, on those whose establishments are not conveniently located to the regular routes covered by them, and we hope that it will be retained for frequent reference as to descriptions and prices, when the time comes around for ordering certain seasonable goods.

A. B. C. "Supreme Quality" Bulbs and Flower Seeds are now grown by progressive Florists everywhere from Maine to California. Our establishments at Chicago and New York offer convenient centers for quick transit to all points.

Soliciting your valued commands, we are,

Yours very truly,

A. MILLER, Pres.
BEN MILLER, Vice-Pres.
JAMES J. KARINS, Vice-Pres.
A. L. KOEHLER, Sec. and Treas.

American Bulb Company

Per A. MILLER, Pres.

A. B. C. "Supreme" Quality Gladioli Bulbs

A Leading Specialty of Our Own Production

Our farms in Illinois, Indiana and Michigan have produced a bountiful crop. Acreage is devoted to "Non-cut flower production of Bulbs," especially grown and cured for greenhouse forcing. Equally desirable for outdoor culture. We stock the following varieties in large volume:—

Mrs. Frank Pendleton
Alice Tiplady
Maiden's Blush
L'Immaculee
Flora
Lena Graetz

Mrs. Dr. Norton
Mary Fennell
Helen Franklin
Anna Eberius
Edith Cavell

1910 Rose
Arizona
America
Mrs. Francis King
Chicago White

Le Marechal Foch
Myrtle
Niagara
Schwabben
E. J. Shaylor, Etc.

Florists' Flower Seeds

In addition to the general line of standard sorts, we draw particular attention to the following extra special stocks:

Ferd. Fischer's World Famous Cyclamen
Seed.
Private Stock Exhibition Pansy.
Ramsburg Giant Snapdragon.

Philadelphia Pink Snapdragon.
Early Flowering Sweet Peas for Florists.
New Dahlia-flowered Zinnia, Etc.

EARLY ORDERS

**Will, we believe
prove mutually
advantageous
act AT ONCE**

For your own interest

A.B.C.

Discounts On bills for Flower Seeds, Vegetable Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted; 5 per cent cash discount is allowed on all orders of Flower Seeds, and Vegetable Seeds; 3 per cent on Bulbs when remittance accompanies the order, except items specially quoted or priced. All other goods are strictly net, as are also bills for goods supplied under special quotations unless otherwise agreed upon.

Non-Warranty We do not warrant in any way, expressed or implied, the contents or the description, purity, productiveness, or any other matter of any Seeds, Bulbs or Plants, sold by us, and we will not be in any way responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Routing Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office Stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

**New Crop Lilies, Cold Storage Lilies, French
and Dutch Bulbs, All Spring Bulbs, "Valley,"
Etc.**

FLOWER SEEDS

ABC

SUPREME QUALITY

FOR FLORISTS

FOR BETTER FLOWER SEEDS

A lifetime experience in connection with the supplying of flower seeds to florist growers causes us to know that "the best is none too good," and our stocks of same are always secured from sources that specialize in the respective classes. Our representatives have made several trips to Europe during recent years, to perfect our connections there, in some cases getting sole representation for some of the finest productions. Also, frequent visits are made, during blooming season, to those American growers who are renowned for their high class florists'

stocks—such as John Bodger & Sons Co., L. D. Waller Seed Co., etc., of California.

Our 1925 list will be found replete with every worthwhile kind, as well as several meritorious novelties not obtainable elsewhere.

Prices! They will be found to be consistent with the "quality you should have for best results," and the phrase "not how cheap, but how good," should, we believe, predominate in the buyer's mind when arranging for supply of same.

American Bulb Company

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OUR LEADING
FLOWER SEED
SPECIALTY

Fischer's, the "Master Cyclamen"

Planted By "The Particular Grower" From Maine to California

Fischer's Giant or "Show" Cyclamen seed is the result of 30 years of experience in the "knowhow" of Cyclamen culture, and florists who appreciate the ultimate in quality will have no other strain. See below for one of the numerous testimonials which we have received from specialists who practice the culture of Cyclamen in a large way.

TESTIMONIAL

All of the Cyclamen Seed furnished by you has germinated well. The seedlings have been thrifty, the flowers perfect in color, of large size and borne on heavy stems. We have always been very partial to the Ferd. Fischer Strain.

(Signed) WALTER ARMACOST & CO.,
Per Walter Armacost.

TO MY CUSTOMERS:

I have paid strict attention to my Salmon and Red shades particularly for the American trade. My seed will be offered by the American Bulb Company. It is with pleasure that I recommend all florists who are growers of high class plants to try out my seed. I hold recommendations from the best growers in the world.

Yours very truly,
FERD. FISCHER.

A. B. C. CUT-FLOWER ASTERS

Realizing the importance of the Aster to cut flower growers, we secure our supply of seed from John Bodger & Sons Co., California, and who unquestionably produce the choicest Asters in the world.

Following is statement of said firm and which we have fully verified through several personal visits by members of our concern.

"We have under cultivation a large tract of land of an alluvial and peat composition which is sub-irrigated from mountain springs.

"We are able to grow Asters to perfection with no trouble from the diseases common to this plant. We have no overhead moisture from the time the fields are planted to the time the seed is harvested, and our even climate, together with our work in reselecting, is enabling us to improve our strains in Asters very materially as the seasons advance.

"Seed harvested under these conditions is of highest germination and more disease resisting."

CHICAGO GIANT BEAUTY

(See Illustration Opposite)

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems, 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Asters.

	Tr. Pkt.	Oz.
Deep Rose50	\$4.50
Peach Blossom50	4.50
Light Blue50	4.50
Purple50	4.50
Mixed50	4.50

FLORIST'S FAVORITE

A New A. B. C. Introduction

While visiting Cleveland, Ohio, during the past several seasons, our president, Mr. A. Miller, noted this most unusual high quality Aster and the fact that florists invariably bought it up in the wholesale market, generally paying a premium over the price asked for other good sorts. Last Spring Mr. Miller was fortunate in securing a small quantity of seed of same, and which was grown exclusively for A. B. C. by John Bodger & Sons, Calif. Resultant crop is comparatively small and we cannot supply more than one ounce to a customer. Florists' Favorite is of the most exquisite shade of lavender pink imaginable, full double flower of large size, and a cut flower shade the trade will, we believe, fully appreciate. Plants of strong branching habit. Per trade pkt., \$1.00; 3 for \$2.50; per oz., \$10.00.

QUEEN OF MARKET ASTER

Early-flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early Aster, blooming in July.

	Tr. Pkt.	Oz.
Brilliant Rose25	\$1.00
Blush Pink25	1.00
Crimson25	1.00
Lavender25	1.00
Purple25	1.00
White25	1.00
Mixed25	1.00
Vick's Silvery Rose50	2.50
All Sorts, Mixed15	.50

MIGNON ASTER

Similar to Improved Victoria but smaller in flower and very free blooming; fine for bedding and pot culture.

	Tr. Pkt.	Oz.
Brilliant Rose	\$0.40	\$2.00
Fiery Scarlet40	2.00
Light Blue40	2.00
White40	2.00



Aster, Chicago Giant Beauty.

ASTERMUM

Of compact type; closely resembling the Crego, but blooming somewhat earlier; plants grow about 2 feet high and are of branching habit. Flowers of large size and very double.

	Tr. Pkt.	Oz.
Lavender	\$0.30	\$1.25
Rose Pink30	1.25
White30	1.25
Fine Mixed30	1.25

EARLY WONDER ASTER

These are the earliest blooming Asters. Flowers large and full, of the Comet type, carried on long, erect stems.

	Tr. Pkt.	Oz.
White	\$0.40	\$2.00
Pink40	2.00
Dark Blue40	2.00

EARLY ROYAL BRANCHING ASTER

Comes into bloom shortly after Queen of the Market and a specially fine Aster to follow said variety; 2 feet high, blooms of large size.

	Tr. Pkt.	Oz.
Lavender	\$0.35	\$1.50
Purple35	1.50
Rose Pink35	1.50
White35	1.50
Mixed30	1.25

A. B. C. "Supreme" Quality Florists' Flower Seeds Are Planted by the Particular Grower From Maine to California.

ASTERS—Continued

SEMPLE'S BRANCHING ASTER

The standard late blooming Aster and generally planted by florists for main crop. Plants 2½ to 3 feet high. Branching and robust. Our strain is specially selected.

	Tr. Pkt.	Oz.
White	\$0.30	\$1.25
Shell Pink30	1.25
Rose Pink30	1.25
Deep Purple30	1.25
Lavender30	1.25
Crimson30	1.25
Mixed30	1.25

GIANT COMET ASTER

Flowers unusually large. The twisted and curled petals resembling a huge Chrysanthemum; strong stems averaging 15 to 20 inches in length; a good bedding variety.

	Tr. Pkt.	Oz.
Malmaison Pink	\$0.35	\$1.50
Crimson35	1.50
Light Blue35	1.50
Royal Purple35	1.50
White35	1.50
Mixed30	1.25

IMPROVED CREGO ASTER

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes.

	Tr. Pkt.	Oz.
White	\$0.30	\$1.25
Azure Blue30	1.25
Lavender30	1.25
Purple30	1.25
Rose Pink30	1.25
Shell Pink30	1.25
Mixed30	1.25

BALL'S IMPROVED WHITE

A pure white Aster of branching habit, and a great favorite in the Chicago wholesale cut flower market. Tr. pkt., 40c; oz., \$2.50.

HEART OF FRANCE

Plants about 2 feet high, branching habit; flowers medium size; admittedly the choicest Red Aster on the market. Tr. pkt., 40c; oz., \$2.00.

AMERICAN BEAUTY ASTER

A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

	Tr. Pkt.	Oz.
Azure Fairy	\$0.40	\$1.75
Carmine Rose40	1.75
Lavender40	1.75
Purple40	1.75
September Beauty40	1.75
White40	1.75

KING ASTER

Needle Type, 1½ to 2 feet. Large flowers with quilled petals.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.25
Purple30	1.25
Lavender30	1.25
Rose30	1.25
Violet30	1.25
White30	1.25
Mixed30	1.25

DAYBREAK ASTER - Improved Victoria

Plants 2 feet high, erect and robust habit. Flowers large, very double, recurved, closely imbricated, making it one of the best for decorative purposes.

	Tr. Pkt.	Oz.
Pink	\$0.40	\$2.50
White (Purity)40	2.50

LAVENDER GEM

Plants about 18 inches tall, upright habit. Flowers Comet type, silvery white when young, changing to light lavender when fully expanded; really choice. Tr. pkt., 50c; oz., \$2.00.

NEW FANCY YELLOW

This is by far the best yellow Aster on the market; it is fairly large and fully double. Tr. pkt., 50c; oz., \$2.00.

A. B. C. Supreme Quality

NEW CROP

FLOWER SEEDS

ABUTILON - Flowering Maple

	Tr. Pkt.	Oz.
Choicest Mixed	\$0.50	\$3.00

ACHILLEA

A favorite hardy perennial; valuable for cutting.

	Tr. Pkt.	Oz.
Ptarmica fl. pl.—The Pearl. Double, pure white...	\$0.50	\$3.50

ACONITUM - Monkshood

Napellus. Perennial; long spikes of blue flowers.	.25	1.50
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ACROCLINIUM

Everlasting hardy annual for cutting and Winter bouquets.

	Tr. Pkt.	Oz.
Double Rose	\$0.15	\$0.40
Double White15	.40
Double Mixed15	.40

AGROSTEMMA - Mullein Pink

Coronaria, Hardy. Perennial; deep crimson flowers	.15	.25
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ALYSSUM

Lilac Queen. Lilac	\$0.15	\$0.50
Little Dorrit. Excellent for pots15	.50
Little Gem. Dwarf and compact15	.50
Sweet (Maritimum)10	.20
Saxatile Compactum. Perennial; golden yellow..	.20	.60



Ball's Improved White Asters.

NEW CROP FLOWER SEEDS—Continued AMARANTHUS

	Tr. Pkt.	Oz.
Sunrise. Very showy, foliage tipped carmine.....	\$0.20	\$1.00
Molten Fire. (Summer Poinsetta) (New). Leaves are of an iridescent crimson-salmon color. 1-32 oz., \$1.0050
Tricolor Splendens (Joseph's Coat)15	.40

ANCHUSA

	Tr. Pkt.	Oz.
Italica, Dropmore Variety. Gentian blue.....	\$0.20	\$0.75

ANTHEMIS

Kelwayi, Hardy. Yellow Marguerite	\$0.25	\$1.00
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ANTIRRHINUM - Snapdragon

Provides excellent cut flower material during Summer season. Plant freely of them.

GIANT

	Tr. Pkt.	Oz.
Garnet	\$0.20	\$0.75
Golden King. Yellow20	.75
Queen Victoria. Pure white20	.75
Scarlet20	.75
Venus. Flesh pink20	.75
Coral Rose20	.75
Fire King. Orange scarlet, white tube.....	.20	.75
Harmony. Terra cotta orange, shaded rose.....	.20	.75
Othello. Dark maroon, satin sheen20	.75
Rose Queen. Soft pink20	.75
Mixed. Named varieties20	.75

SEMI-DWARF

Daphne. Deep rose pink, white tube20	.75
Defiance. Orange scarlet20	.75
Firebrand. Bright scarlet20	.75
Golden Queen. Yellow20	.75
Mont Blanc. Pure white20	.75
Rose Queen. Rose pink, yellow lip20	.75
Bonfire. Orange buff, shaded scarlet20	.75
Fawn. Terra cotta pink, suffused yellow20	.75
Silver Pink. Pearly pink self20	.75
Mixed. Named varieties20	.75

Tall Growing Forcing Varieties

Also Desirable for Outdoor Culture. Require Staking.

Philadelphia Pink. Considered the finest pure pink Snapdragon grown. Rich, glowing pink, approaching that of the Ward Carnation. A most useful color at all times. Beautiful under night illumination. 1 tr. pkt., \$1.00; 6 tr. pkts., \$5.00; 25 tr. pkts. or more at special prices.

Ramsburg's Special Cut Flower Strains of Snapdragon

Silver Pink; Helen, lovely salmon; Golden Pink Queen; Orlando, bronze, and Hybrid Pink, \$1.00 per pkt.; 3 for \$2.50; 6 for \$5.00. Light Pink, White, Yellow, Scarlet, Garnet, Chestnut, Nelrose, Buxton, Keystone, and Fancy Mixed, 50 per pkt.; 3 for \$1.25.

A new color—a new size—Max Schling's Wonderful New Snapdragon, "Indian Summer."

The greatest achievement in Snapdragons to date, introducing a new and bewitching color never before seen in Snapdragons—a lovely, rich, velvety and glossy copper color—indescribably beautiful. Tr. pkt., \$1.50.

Maximum

	Tr. Pkt.	Oz.
Canarybird. Canary yellow	\$0.40	\$2.25
Cattleya. Silvery rose lilac, yellow lip40	2.25
Snowflake. Pure white40	2.25
Bunch of Lilac. Lilac purple40	2.25

AQUILEGIA - Columbine

Early flowering perennials—very desirable for cut flowers.

	Tr. Pkt.	Oz.
Long Spurred Hybrids. Large flowering, mixed colors	\$0.40	\$2.00
Chrysantha. Yellow40	2.00
Coerulea Hybrida. New long spurred, large flowering hybrids40	2.00

ARABIS - Rock Cress

Alpina. Dwarf Spring flowering perennial for edging and rockery, pure white15	.50
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ARCTOTIS - African Daisy

Grandis. Excellent for cutting; daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac blue15	.50
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Antirrhinum—Snapdragon.

AGERATUM MEXICANUM

Excerpt From Florists' Exchange, Issue of May 24, 1924.

AGERATUM AS A POT PLANT.

"I have mentioned above Ageratum Mexicanum. I am surprised that this variety of Ageratum is not used more generally; it is a plant that can be finished so quickly; in fact, it is practically a matter of a few weeks only from a cutting to a 4-in. plant in bloom. It finishes up a dwarf, a compact growing plant, literally loaded with blooms, and it is not only a fine Mothers' Day plant, but is being worked out in great shape as a plant for Children's Day at the churches, as well as for Easter and Memorial Day. It is one of those plants that cost very little to produce; can be sold at a very attractive price to the buyer, and still yield a much better margin of profit to the grower than many of the high priced plants. I recently talked with a grower who said he paid \$25 per 1000 for cuttings of Ageratum Mexicanum in March and was finding a ready sale in 4-in. pots at 25c each for Mothers' Day." N. B. Ageratum is easily produced from seed.

	Tr. Pkt.	Oz.
Blue Perfection. Dark blue	\$0.15	\$0.60
Imperial Dwarf Blue15	.40
Imperial Dwarf White15	.40
Little Blue Star. 3 inches high; fine for bedding.50	3.00

NEW CROP FLOWER SEEDS—Continued

ASPARAGUS PLUMOSUS NANUS

One of Our Leading Specialties

NORTHERN GREENHOUSE GROWN, TRUE

Per 100 seeds, 50c; per 1,000 seeds, \$3.25; per 5,000 seeds, \$15.00; per 10,000 seeds, \$27.00.

LATHOUSE GROWN

Per 100 seeds, 30c; per 1,000 seeds, \$2.00; per 5,000 seeds, \$9.00; per 10,000 seeds, \$17.00.

ASPARAGUS SPRENGERI

Per 100 seeds, 20c; per 1,000 seeds \$1.10; per 5,000 seeds, \$5.00; per 10,000 seeds, \$9.00.

BABY'S BREATH (See Gypsophila)

BACHELOR'S BUTTON (See Centaurea and Gomphrena)

BALLOON VINE

Cardiospermum. Per oz., 15c; ¼ lb., 50c.

BALSAM - Lady Slipper

Varieties, Bismarck and White Perfection especially recommended for memorial designs.

CAMELLIA-FLOWERED

	Tr. Pkt.	Oz.
Pink	\$0.20	\$0.75
Scarlet20	.75
Bismarck (Salmon)20	.75
White Perfection20	.75
Finest Mixed15	.60

BALSAM APPLE

	Tr. Pkt.	Oz.
Mormordica Balsamina	\$0.15	\$0.30

BAPTISIA - False Indigo

Australis. Tall, showy plants with deep blue flowers; perennial30 2.00

BEANS, FLOWERING AND RUNNING

Scarlet Runner. Oz., 5c; lb., 30c.

BEGONIAS

Unsurpassed for pot plants and bedding.

SEMPERFLORENS

	Tr. Pkt.	Oz.
Erfordia. Pink	\$0.50
Salmon Queen. Salmon red50
Vernon. Deep red (1-32 oz., \$.75)40
Choice Mixed.40

GRACILIS

Luminosa. Fiery dark red (1-32 oz., \$1.75)50
Primadonna. Carmine rosea (1-32 oz., \$1.75)50
Rosea. Pink50
Albica. Whitish50

TUBEROUS ROOTED

Single, Mixed50
Double, Mixed	1.00

BELLIS PERENNIS - English Daisy

	Tr. Pkt.	Oz.
Longfellow. Pink	\$0.40	\$2.00
Snowball. White40	2.00
Mixed35	1.50

BLUE LACE FLOWER - Didiscus Coeruleus

Excellent for bouquets. Flowers continually from July until frost. A money maker for florists....\$0.30 \$1.50

BRACHYCOME - Swan River Daisy

Iberidifolia. A free blooming annual with small blue flowers\$0.20 \$0.75

BROWALLIA

Very useful free flowering annuals.

Elata. Blue	\$0.20	\$0.75
Elata. White20	.75

CALENDULA - Pot Marigold

BALL'S CALENDULA

(Originator's Seed)

A Worth-while Money Maker for the Florist

Rich dark orange. Gives an entirely new meaning to Calendula—long stems; very large, uniformly double flowers. "It is the only strain worth your bench space." Some dealers list them as "extra fancy." Their identity cannot be hid. There are no fancy Calendulas except the Ball Calendula. Send your seed order direct to us. We have nothing to substitute and there are none just as good. We stand behind it. Oz., \$3.00; ½ oz., \$2.00; ¼ oz., \$1.00.

	Tr. Pkt.	Oz.
Lemon King. Lemon yellow	\$0.15	\$0.25
Meteor. Orange striped15	.25
Mixed15	.25



Ball's Calendula.



American Bulb Company, Importers and Growers

NEW CROP FLOWER SEEDS—Continued

CALCEOLARIA

Our strain of these is produced by one of the foremost specialists.

	Tr. Pkt.	Oz.
Hybrida Grandiflora. Tall mixed	\$1.00
Compacta. Dwarf, mixed	1.00
Rugosa. Mixed	1.00

CALLIOPSIS - Coreopsis

	Tr. Pkt.	Oz.
Golden Wave. (Drummondii) yellow	\$0.15	\$0.25
Nigra Speciosa. Crimson-maroon15	.25
Mixed Annual15	.25
Lanceolata Grandiflora. Perennial15	.50
Large Golden Yellow15	.50

CAMPANULA - Bellflower

CALYCANTHEMA (Cup and Saucer)

	Tr. Pkt.	Oz.
Blue	\$0.30	\$1.50
Pink30	1.50
White30	1.50
Mixed30	1.50

MEDIUM

Single Blue	\$0.15	\$0.40
Single White15	.40
Single Pink15	.40
Single Mixed15	.40
Double Mixed25	1.00

PERSICIFOLIA GRANDIFLORA

Blue50	3.50
White50	3.50

PYRAMIDALIS (Chimney Bellflower)

Blue and White Mixed. Six feet
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CARPATICA

Blue. Dwarf, 6 inches25	1.00
White. Dwarf, 6 inches25	1.00

CANARY BIRD VINE

	Tr. Pkt.	Oz.
Tropaeolum Canariense. Flowers bright canary-yellow, 3/4 lb., 75c	\$0.25

CANDYTUFT

	Tr. Pkt.	Oz.	1/4 lb.
Crimson	\$0.15	\$0.25	\$0.75
Empress. Large white. 1 lb., \$2.75.....	.15	.25	.75
Giant Hyacinth-flowered. White15	.40	1.25
Little Prince. Very dwarf white15	.25	.75
Pink. Flesh color15	.25	1.00
Purple15	.25	.75
Carmine15	.25	.75
Lavender15	.25	.75
Rose Cardinal. Brilliant rosy red.....	.15	.40	1.25
Mixed. All colors10	.20	.60

SEMPERVIRENS

	Tr. Pkt.	Oz.
Perennial for border edging, flowers white	\$0.40	\$2.50

CANNAS

Crozy's Finest Mixed. Dwarf varieties20	.60
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CARDINAL CLIMBER

	Tr. Pkt.	Oz.
Ipomoea Quamoclit Hybrids. Rapid growing annual climber producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed	\$0.40	\$1.50

CARNATION

	Tr. Pkt.	Oz.
Earliest large flowering; is very choice double mixture	\$0.50	\$1.50
Marguerite. New giant Malmaison, finest mixed.	.25	1.50
Early Vienna. Choice mixed35	1.50
Choice Mixed. Double border30	1.25

CASTOR OIL BEANS (See Ricinus)

CELOSIA CRISTATA - Dwarf Cockscomb

	Tr. Pkt.	Oz.
For beds, borders and pots.		
Glasgow Prize. Dark crimson	\$0.30	\$1.75
Empress. Bright red; dark foliage40	2.00
Choice Mixed40	2.00

CELOSIA, MISCELLANEOUS VARS.

BRYSONI CHRYSANTHIFLORA (New)

	Tr. Pkt.	Oz.
Mixed	\$0.50

One of the most effective and largest florists' cut flowers. More beautiful colors and shades are found in Celosia Brysoni than any other Autumn flower. It can be shipped long distances without wilting.

PLUMOSA

	Tr. Pkt.	Oz.
Scarlet (Feathered)	\$0.15	\$0.60
Golden Plume15	.60
Pride of Castle Gould. Mixed50	4.00
Thompsoni Magnifica. Mixed20	.75
Thompsoni Triomphe de l'Exposition. Crimson; splendid30	1.50
Magnifica Superba15	.60
Childsi (Chinese Woolflower). Crimson30	1.50
Childsi (Chinese Woolflower). Pink30	1.50

CENTAUREA, WHITE LEAVED - Dusty Miller

	Tr. Pkt.	Oz.
For borders, vases, baskets, etc.		
Candidissima. Silvery gray foliage	\$0.40	\$1.50
Gymnocarpa. Fine silvery foliage15	.50

CENTAUREA - Cornflower

Popular free flowering annuals. The double white is now largely grown under glass for Mothers' Day sales, also Decoration Day.

TO GROW CORNFLOWERS

Excerpt from Florists' Review.

I used several bunches of Cornflowers for Memorial Day decorations and found them just what was wanted. I am new in the greenhouse business and should like to know how to grow Cornflowers both outdoors and under glass. J. C. L.—O.

Cornflowers, or Bachelor's Buttons, as they are frequently called, are of easy culture. You can make a sowing outdoors now, and the plants will give you flowers before the end of August, if the seed goes into good soil and the surface is kept well cultivated. You can make a still later sowing, say in August, and the plants should Winter out with you if they are given a light mulch, and would provide flowers in the open at this season next year. For a really early crop outdoors, the Fall sowing is best, but if, perchance, these should Winter-kill, you can make a Spring sowing as soon as the ground is open and the soil has dried so as to be workable.

For an early crop under glass, you can lift the plants in the Fall outdoors with a ball and plant them in either a raised bench or solid bed. The plants do best in a temperature of 45 to 50 degrees at night. A sowing may be made directly in the bench early in September if preferred. These will give flowers early in the new year, while you can sow in January or February for a later Spring crop. Careful watering is necessary during the dead of Winter to prevent damping off. C. W.

CYANUS

	Tr. Pkt.	Oz.
Double Blue. Excellent for forcing	\$0.15	\$0.50
Double Rose15	.50
Double White20	.75
Emperor William. Single blue15	.25

IMPERIALIS

Giant Rose20	.75
Deep Lavender. Fine for cutting20	.75
Lilac. Fine for cutting20	.75
Purple. Fine for cutting20	.75
White. Fine for cutting20	.75
Imperial Giant. Mixed15	.50

NEW CROP FLOWER SEEDS—Continued

CINERARIA HYBRIDA - Grandiflora

"The World's Best Strain"

The result of many years of painstaking selection on the part of an American Specialist and truly entitled to the classification—"World's Best Strain" produces immense trusses of blooms which frequently measure from 3 to 4 inches across.

Tr. Pkt.
"A. B. C." Prize. Medium tall, 1-32 oz., \$3.50.....\$1.00
"A. B. C." Prize. Dwarf, 1-32 oz., \$3.50 1.00

MULTIFLORA NANA MIXED. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling of baskets, boxes, etc. for Easter and Mothers' Day sales. 1/2 Trade Packet, \$1.00; Trade Packet, \$1.50.

Tr. Pkt.
Matador. Scarlet, 1/2 trade pkt., 60c..... 1.00
Stellata Hybrida. Mixed, 1/2 trade pkt., 60c..... 1.00

The following is one of the many expressions we have received with regard to A. B. C. "Supreme" CINERARIA:

American Bulb Co. Chicago, Feb. 11.
Dear Sirs: Your "Supreme" mixture of Cineraria is by far the best I have ever grown both as to size and wonderful colors. In my opinion it would be difficult to improve on the same.
Yours truly,
N. A. SCHMITZ, Mgr.
Angel Guardian Greenhouse.

Tr. Pkt. Oz.
Maritima Candidissima (Dusty Miller). For bedding, vases, baskets, etc.\$0.15 \$0.25

CYCLAMEN, FISCHER'S FISCHER'S GIANT OR SHOW STRAIN

Planted by the "particular grower" from Maine to California, and florists who appreciate the ultimate in quality will have no other strain.

	Seeds Per	
Glowing Dark Red. Xmas red	100	1,000
Glowing Bright Red. Cherry red	125	\$8.00
Bright Rose. Rose of Marienthal	125	8.00
Pure White	125	8.00
Lilac	125	8.00
White with Carmine Eye	125	8.00
Improved Perle of Zehlendorf. Salmon	150	11.00
Improved Rose of Zehlendorf. Delicate Salmon ..	150	11.00
Wansbeck. Salmon	150	11.00
Fischer's Brilliant (Bonfire). Salmon-scarlet	150	12.00
Rococco Fringed. Red, rose or lilac	135	10.00
All Colors Mixed	135	9.00

CHRYSANTHEMUM - Perennial

EARLY DOUBLE AND SEMI-DOUBLE MIXED.

	Tr. Pkt.	Oz.
Perennial, but will flower the first season from seed. Excellent for cutting	\$0.50
SHASTA DAISY, "Alaska". Pure white40	\$2.00
MAXIMUM, "King Edward VII". Pure white20	.60
JAPANESE HYBRIDS. Mixed. 1-16 oz., \$1.50.....	.50

CHRYSANTHEMUM - Annual

	Tr. Pkt.	Oz.
Helios (Evening Star). Golden yellow	\$0.15	\$0.40
Single Mixed15	.30
Double Mixed15	.30

CLARKIA

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all Summer.

DOUBLE

	Tr. Pkt.	Oz.
Salmon Queen	\$0.15	\$0.50
White15	.50
Queen Mary. Rose carmine15	.50
Scarlet Queen15	.50
Mixed15	.50

CLEOME PUNGENS

	Tr. Pkt.	Oz.
(Spider Plant). Rose	\$0.15	\$0.30



Mr. Albert Koehler, Secy.-Treas. of American Bulb Co., with Mr. Ferd. Fischer in background inspecting Cyclamen grown for A. B. C. seed stock at extensive plant, Weisbaden, Germany.

COBAEA SCANDENS - Cup and Saucer Vine

Plant seeds edgewise to insure good germination.

	Tr. Pkt.	Oz.
Blue	\$0.15	\$0.40
White20	.75

COLEUS

	Tr. Pkt.	Oz.
Large Leaved. Choicest mixed	\$0.50	\$4.00

CONVOLVULUS - Morning Glory

	Tr. Pkt.	Oz.
Double Snow Fairy. Pure white	\$0.15	\$0.50
Mixed15	.75
Japanese Imperial Single. Mixed15	.25
Japanese Imperial Fringed. Mixed15	.25
Major (Morning Glory). Mixed15
Minor (Tricolor). Blue. (Dwarf Morning Glory)15
Minor. (Dwarf Morning Glory). Mixed15

COSMOS

	Tr. Pkt.	Oz.
DOUBLE EARLY FLOWERING.		
Crimson. 1/4 oz., \$1.25	\$0.60
Pink. 1/4 oz., \$1.2560
White. 1/4 oz., \$1.2560
SINGLE EARLY.		
Crimson15	.50
Pink15	.50
White15	.50
Mixed15	.40
GIANT LADY LENOX.		
Pink15	.30
Crimson15	.30
White15	.30
KLONDYKE. Yellow.25
GIANT FLOWERING. Mixed20	.50

CYPERUS ALTERNIFOLIUS

	Tr. Pkt.	Oz.
(Umbrella Plant)	\$0.30	\$1.50

CYPRESS VINE

	Tr. Pkt.	Oz.
Scarlet	\$0.15	\$0.30
White15	.30
Mixed15	.25

DAHLIA

	Tr. Pkt.	Oz.
Double Large Flowering. Mixed	\$0.40	\$2.00
Double Cactus. Mixed40	2.50
Single Collarette. Mixed30	1.50
Single. Mixed25	1.25

DAISY, ENGLISH DOUBLE (See Bellis)



American Bulb Company, Importers and Growers

NEW CROP FLOWER SEEDS—Continued

DELPHINIUM - Perennial Larkspur

	Tr. Pkt.	Oz.
BELLADONNA. Bright Blue. ¼ oz., 75c	\$0.40	\$2.00
BELLAMOSA. Dark Blue. ¼ oz., 85c50	2.50
KELWAY'S GIANT. Very large, blue shades.....	.50	2.50
GOLD MEDAL HYBRIDS. The best strain obtainable50	2.50

ANNUAL DELPHINIUM (See Larkspur)

DIANTHUS - Pinks

	Tr. Pkt.	Oz.
DOUBLE FIREBALL. Fiery red	\$0.20	\$1.00
GIANT DOUBLE ANNUAL. Mixed15	.75
DWARF ERFURT. Double Mixed. Perennial40	2.00
CLOVE-SCENTED. Mixed. Perennial50	2.50

DIDISCUS COERULEUS

	Tr. Pkt.	Oz.
(See Blue Lace Flower)	\$0.30	\$1.50

DIGITALIS - Foxglove

Gloxinaeflora Mixed	\$0.20	\$0.75
Mammoth Mixed20	.75

DIMORPHOTHECA

African Orange Daisy. Choice for cutting and adapted to forcing	\$0.25	\$1.00
Hybrid Mixed25	1.00

DOLICHOS - Hyacinth Bean

	Tr. Pkt.	Oz.
Purple Violet	\$0.15	
Daylight, White15	

DRACAENA

Desirable as center plants, for baskets, vases, etc. Seed must be rubbed out of hull before sowing.

	Tr. Pkt.	Oz.
Australis. Broad leaves. ¼ lb., \$1.75	\$0.15	\$0.50
Indivisa. Narrow green leaves. The popular kind for bedding or vases. ¼ lb., \$1.0015	.30

DUSTY MILLER (See Centaurea and Cineraria Maritima)

ECHINO CYSTIS - Wild Cucumber Vine

Lobata. ¼ lb., 60c20	
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ESCHSCHOLTZIA - California Poppy

Choice Mixed. All colors15	.25
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EUPATORIUM

	Tr. Pkt.	Oz.
Fraseri. A choice perennial for cutting, white flowers	\$0.15	\$0.50

EUPHORBIA

	Tr. Pkt.	Oz.
Heterophylla (Mexican Fire Plant)	\$0.20	\$1.00
Variegata (Snow-on-the-Mountain)15	.40

FEVERFEW - Matricaria

Double White. Extra for cut flowers	\$0.15	\$0.40
FORGET-ME-NOT (See Myosotis)		
FOUR O'CLOCK (See Marvel of Peru)		

GAILLARDIA

ANNUAL VARIETIES

	Tr. Pkt.	Oz.
Picta Single, Mixed	\$0.15	\$0.40
Picta Lorenziana Double, Mixed15	.40

PERENNIAL VARIETIES

	Tr. Pkt.	Oz.
Grandiflora Maxima	\$0.15	\$0.50
Compacta. Perennial, Mixed15	.60

GENTIANA - Blue Gentian

	Tr. Pkt.	Oz.
Acaulis. Dwarf hardy perennial, deep blue flowers	\$0.25	\$1.25

GERBERA

	Tr. Pkt.	Oz.
Excellent for pots or cut flowers.		
Jamesoni Gigantea. Scarlet. 100 seeds, 75c.....
Mixed Hybrids. 100 seeds 60c

GEUM

	Tr. Pkt.	Oz.
Mrs. Bradshaw. Perennial. Double scarlet	\$0.40	\$2.50

GODETIA - Satin Flower

Easily grown annuals.

	Tr. Pkt.	Oz.
Duchess of Albany. White	\$0.15	\$0.50
Gloriosa. Blood-red15	.50
Rosamond. Shell-pink15	.50
Mixed. All colors15	.50

GLOXINIA

Hybrida Grandiflora. Choicest mixed. ½ Tr. pkt. 60c	1.00
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GERANIUM

	Tr. Pkt.	Oz.
Zonale. Single mixed	\$0.40	\$1.75
Pelargonium (Lady Washington). 100 seeds, 75c..

GOMPHRENA

Splendid everlasting; excellent for cutting.

	Tr. Pkt.	Oz.
Nana Compacta Red. Dwarf red	\$0.15	\$0.50
Aurea Superba (Haageana). Orange yellow15	.60
Mixed Colors15	.35

GOURDS - Ornamental

Mixed, Various Sorts	\$0.15	\$0.25
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GRASSES - Ornamental

Pennisetum Ruppelianum (Purple Fountain Grass)	\$0.20	\$0.75
Longistylum15	.50

GREVILLEA - Silk Oak

	Tr. Pkt.	Oz.
Ornamental foliage plant for vases, etc. Easily raised from seed	\$0.20	\$0.60

GYPSOPHILA - Baby's Breath

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

	Tr. Pkt.	Oz.
Elegans Grandiflora Alba, "Paris Market" on improved strain. ¼ lb., 60c	\$0.15	\$0.25
Elegans Grandiflora Carminea.. ¼ lb., 75c.15	.30
Paniculata. Perennial15	.40
Paniculata fl. pl. Double white50

HELICHRYSUM - Strawflowers

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

	Tr. Pkt.	Oz.
Fireball. Showy deep crimson	\$0.20	\$0.60
Golden Ball. Clear golden yellow20	.60
Canary Yellow Buttercup. New20	.60
Rose Carmine20	.60
Salmon Pink20	.60
Silver Ball20	.60
Violet20	.60
Mixed. All colors15	.50

HELIOTROPE

	Tr. Pkt.	Oz.
Lemoine's Giant. Excellent large flowering strain.	\$0.40	\$2.00
Choice Mixed25	1.50

HEUCHERA - Alum Root

	Tr. Pkt.	Oz.
Sanguinea. Hardy perennial. Spikes of vivid crimson flowers. Excellent for cutting	\$0.50	\$3.50

Flower Seeds for Florists -:- Chicago and New York



NEW CROP FLOWER SEEDS—Continued

HIBISCUS - Marshmallow

	Tr. Pkt.	Oz.
Crimson Eye. White, crimson eye	\$.20	\$0.60
Golden Bowl. Yellow, maroon center20	1.00
Moscheutos Roseus. Large pink15	.40
New Giant. All sorts mixed15	.60

HOLLYHOCK

Extra fine Chaters' strain producing a very large percentage of double flowers.

	Tr. Pkt.	Oz.
Double Pink	\$.20	\$1.00
Red20	1.00
Salmon20	1.00
White20	1.00
Yellow20	1.00
Double Mixed20	.75
Everblooming Mixed20	.75
Single Everblooming Mixed20	.75

HONESTY - Lunaria

	Tr. Pkt.	Oz.
Alba. Admired for its silvery seed panicles.....	\$.15	\$0.40

HUMULUS - Japanese Hop

Rapid growing annual climber, quite ornamental.		
Japonicus. Green foliage	\$.15	\$0.35
Folius Variegatus. Foliage mottled white15	.50

HUNNEMANNIA - Giant Yellow Tulip Poppy

	Tr. Pkt.	Oz.
Fumariaefolia. Produces flowers from July till frost. Desirable for cutting	\$.15	\$0.40

HYACINTH BEAN (See Dolichos)

IMPATIENS - Sultan's Balsam

Splendid for house and conservatory; fine pot plant.

	Tr. Pkt.	Oz.
Sultani. Vermilion	\$.40
Sultani Hybrids. Mixed40
Holsti. Bright rose40
Holsti Hybrids. Mixed40

IPOMOEA - Moonflower

	Tr. Pkt.	Oz.
Noctiflora. Moonflower (Mexicana Grandiflora Alba.) ¼ lb., \$1.25	\$.15	\$0.40
Heavenly Blue (Rubro-Coerulea)20	.60
Setosa (Brazilian Morning Glory). Blue15	.30

KENILWORTH IVY

	Tr. Pkt.	Oz.
Linaria Cymbalaria. Violet	\$.40	\$2.00

KOCHIA - Summer Cypress or Mexican Fire Bush

	Tr. Pkt.	Oz.
Childsi. Improved strains	\$.15	\$0.25

LARKSPUR - Annual

As a cut flower these are indispensable, either out doors or in the greenhouse. We have a particularly fine strain of this very desirable flower.

	Tr. Pkt.	Oz.
Tall Stock Flowered. Ageratum-blue	\$.15	\$0.50
Exquisite Soft Pink25	1.00
Dark Blue15	.50
Lustrous Carmine15	.50
Shell Pink15	.50
Sky Blue15	.50
Pure White15	.50
Giant Hyacinth-Flowered. Mixed15	.50
Dwarf Double Rocket. Mixed15	.25

LADY SLIPPER (See Balsam)

LANTANA

	Tr. Pkt.	Oz.
Desirable for bedding, pot culture or vases.		
Dwarf Compacta, Mixed	\$.15	\$0.50
Hybrida. Tall, Mixed15	.40

LATHYRUS LATIFOLIUS

(Hardy Perennial Sweet Peas)

	Tr. Pkt.	Oz.
Crimson	\$.20	\$0.75
Pink Beauty25	.75
White20	.75
Mixed. All colors15	.50

LAVENDER

	Tr. Pkt.	Oz.
Lavandula Vera. Fragrant blue flowers	\$.20	\$0.60

LEPTOSYNE

Leptosyne. Single yellow. Splendid cut flowers; also very profitable for forcing	\$0.20	\$1.00
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LINUM

Grandiflorum Rubrum (Scarlet Flax)	\$.15	\$0.25
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LOBELIA

Sow early to get best results.

	Tr. Pkt.	Oz.
Barnard's Perpetual. Dwarf blue, white eye	\$.30	\$1.50
Speciosa. Dark blue, trailing25	1.00
Crystal Palace Compacta. Dwarf, dark blue40	2.00
Emperor William. Dwarf, light blue30	1.75
Erinus Gracilis. Light blue, trailing15	.60
Sapphire. Deep blue, white eye, trailing40
White Gem. Dwarf, white30	1.75

LUPINUS - Annual

Fine for forcing, splendid cut flower.

	Tr. Pkt.	Oz.
Pink	\$.15	\$0.25
Rich Blue15	.25
Sky Blue15	.25
Scarlet, White Tipped15	.25
White15	.25
Yellow15	.25

LUPINUS POLYPHYLLUS - Perennial

	Tr. Pkt.	Oz.
Blue	\$.20	\$0.75
Roseus20	.75
White20	.75
Mixed15	.50

LYCHNIS

Chalcedonica. Scarlet cross-like flowers. 2 feet..	\$.15	\$0.35
Haageana Hybrids. Mixed, various colors. 1 ft...	.50	2.50

MARIGOLD

TALL AFRICAN VARIETIES

	Tr. Pkt.	Oz.
Eldorado. Double orange	\$.15	\$0.50
Lemon Queen. Clear lemon yellow15	.60
Orange Beauty. Single, orange yellow15	.60
Pride of Garden. Dwarf, golden yellow15	.50

DWARF FRENCH VARIETIES

"Legion of Honor." Single, golden yellow with Crimson spot15	.35
Fire Bush. Crimson spot15	.50
Dwarf, Gold Striped. Brownish red, striped yellow..	.15	.50
Dwarf, French Mixed15	.35
Dwarf Lilliput. Very dwarf, excellent for pots...	.15	.50

MARVEL OF PERU - Four O'Clock

	Tr. Pkt.	Oz.
Mixed Colors. ¼ lb., 40c	\$0.15

NEW CROP FLOWER SEEDS—Continued



Myosotis "Susanne".

MATRICARIA (See Feverfew)

MATTHIOLA

	Tr. Pkt.	Oz.
Bicornis. Evening-scented; stock purplish lilac.	\$0.15	\$0.25

MAURANDIA

Desirable climbing plant for vases, baskets, etc.

	Tr. Pkt.	Oz.
Barclayana. Purple	\$0.50	\$3.00
Choice Mixed. All colors	.30	2.00

MESEMBRYANTHEMUM

Crystallinum. Ice plant. White flowers.	\$0.15	\$0.40
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MIGNONETTE

Desirable for cutting. Fragrant.

	Tr. Pkt.	Oz.
Allen's Defiance	\$0.15	\$0.40
Bismark. Large, compact spikes	.20	.75
Golden Machet. Golden yellow	.15	.50
Goliath. Extra large spikes	.25	1.00
Giant Colossal. Greenhouse grown, one of the finest for forcing	.50	6.00
Machet. Red, fine spikes	.15	.50
Sweet Scented. Odorata15

MIMOSA (See Sensitive Plant)

MIMULUS

Moschatus (Musk Plant)	\$0.50	...
Tigrinus (Monkey Flower)	.35	...

MOONFLOWER (See Ipomoea)

MORNING GLORY (See Convolvulus)

MOURNING BRIDE (See Scabiosa)

MINA LOBATA

Climber, rosy carmine	\$0.25	...
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MUSA

Ensete (Abyssinian Banana). 25 seeds, 50c; 100 seeds, \$1.25.
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MYOSOTIS - Forget-Me-Not

STANDARD VARIETIES	Tr. Pkt.	Oz.
Alpestris Victoria. Dwarf, blue	\$0.30	\$1.75
Dissitiflora. Early bloomer, dark blue	.40	4.00
Eliza Fonrobert (Robusta Grandiflora). Blue, fine for pots	.30	1.50
Palustris. Deep blue. The true marsh Forget-Me-Not. Perennial	.40	2.50
Semperflorens. Everblooming	.40	2.00
Royal Blue. Rich blue	.25	1.00
Ruth Fischer. Fine blue	.50	...
Alpestris, Mixed. All colors	.15	.60

Myosotis "Susanne"

Excerpt from Florists' Review.

A pot plant of a new early-flowering Myosotis has been attracting great attention in the window of the A. B. C. Day after day members of the trade stop, look and enter to inquire. Several persons outside the trade have asked if they could buy the plant, only to be told it was an "exhibit" and not for sale. J. P. Degnan, manager of A. B. C. seed department, has named the variety Suzanne, after A. Miller's little daughter. It is a selection out of the Blue Bird, perhaps the finest Forget-Me-Not to date. In addition to selling well in a cut state, it makes a splendid pot plant, but its chief value lies in its early-blooming habit. The A. B. C. has contracted for the entire crop of seeds and will disseminate this grand variety.

Price per pkt., \$1.00; 6 pkts., \$5.00. Seed of above planted in April-May usually produces good blooming plants for Christmas holidays. Especially desirable for St. Valentine's Day.

NASTURTIUM - Dwarf or Tom Thumb

Varieties

	Oz.
Empress of India. Crimson; dark foliage. ¼ lb., 40c; lb., \$1.25	\$0.15
Golden King. Golden yellow. ¼ lb., 40c; lb., \$1.25	.15
King Theodore. Crimson-maroon. Dark foliage. ¼ lb., 40c; lb., \$1.25	.15
Dwarf Giant Flowering. Mixed. ¼ lb., 40c; lb., \$1.25	.15
Dwarf Lilliput. Mixed. Fine for pots. ¼ lb., 50c; lb., \$1.50	.15

NASTURTIUM - Climbing or Trailing

Varieties

	Oz.
King Theodore. Crimson-maroon, dark foliage. ¼ lb., 30c; lb., \$1.00	\$0.10
Pink. ¼ lb., 30c; lb., \$1.00	.10
Scarlet. ¼ lb., 30c; lb., \$1.00	.10
Tall Giant Flowering. Mixed. ¼ lb., 30c; lb., \$1.00	.10
Mme. Gunther Hybrids. Mixed. ¼ lb., 40c; lb., \$1.50	.15
Lobb's Climbing. Mixed. ¼ lb., 30c	.15

NEMESIA

	Tr. Pkt.	Oz.
Varying in color from creamy white to deep orange and carmine. Excellent for bedding.	\$0.40	\$2.00

NICOTIANA - Ornamental Tobacco

Showy sweet-scented annual plants, giving a continuous display of Summer flowers.

	Tr. Pkt.	Oz.
Affinis. Fragrant, white	\$0.15	\$0.35
Affinis Hybrida. Mixed	.15	.40
Sanderae Red	.15	.50

NIEREMBERGIA

For baskets, vases or bedding out.

Frutescens. White, tinted lilac	\$0.20	\$0.75
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NIGELLA - Love-in-a-Mist

Damascena. Mixed. (Love-in-a-Mist)	\$0.15	\$0.25
Miss Jekyll. Long-stemmed variety; blue; fine for cutting	.15	.30

A. B. C. GIANT PANSIES

	Tr. Pkt.	Oz.	¼ lb.
Giant Prize, Azure Blue	\$0.30	\$1.50	\$5.50
Black Blue	.30	1.50	5.50
Emperor William. Blue	.30	1.50	5.50
Hortensia Red	.30	1.50	5.50
King of the Blacks	.30	1.50	5.50
Lord Beaconsfield. Purple violet	.30	1.50	5.50
Peacock. Blue, claret and white	.30	1.50	5.50
Snow Queen. Pure white	.30	1.50	5.50
Striped and Mottled	.30	1.50	5.50
White with Eye	.30	1.50	5.50
Pure Yellow	.30	1.50	5.50
Yellow with Eye	.30	1.50	5.50

FOR "BETTER PANSIES" SOW A. B. C. "Private Stock" Exhibition Pansy Mixture

Realizing the importance of the Pansy to many growers both as cut flowers and for bedding plant sales, and the fact that FANCY PANSIES are half sold when offered to the public, we offer



A. B. C. "PRIVATE STOCK" EXHIBITION MIXTURE

which has been grown for us exclusively by the foremost Pansy Specialist in the East and without exaggeration we can state that this strain represents the Acme of Pansy culture.

The flowers are of enormous size and of unusual substance, with long, strong stems. This strain comprises a most beautiful collection of colors and markings, including very rare shades of scarlet, brown, blood-red and purple, and is the finest mixture, in size, color and texture. We may add that all who saw our Pansies declared they had never seen flowers of such perfection.

The seed is saved by careful selection from the most perfect flowers only.

Trade pkt., 50c; per 1/8 oz., \$1.25; per 1/4 oz., \$2.00; per oz., \$7.00.

A. B. C. SPECIAL CUT FLOWER STRAIN. Tr. pkt., 30c; 1/8 oz., \$1.25; 1/4 oz., \$2.00; per oz., \$7.00.

GIANT TRIMARDEAU CHOICE MIXED. Tr. pkt., 30c; per oz., \$2.25.
CHOICE MIXED. Tr. pkt., 25c; per oz., \$1.25.

STEELE'S PANSY MIXTURE

MASTODON MIRACLE MIXED. 1-16 oz., 85c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1/2 oz., \$5.25; 1 oz., \$10.00; 2 ozs., \$19.00.

STEELE'S GREENHOUSE SPECIAL MIXED. (O. K. outside.) 1-16 oz., 65c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$3.25; 1 oz., \$6.00; 3 ozs., \$16.00; 4 ozs., \$21.00.

STEELE'S MASTODON PRIVATE STOCK MIXED. 1-16 oz., 65c; 1/8 oz., 75c; 1/4 oz., \$1.50; 1/2 oz., \$2.75; 1 oz., \$5.00; 3 ozs., \$13.50; 4 ozs., \$17.50.

STEELE'S MASTERPIECE MIXED. 1-16 oz., \$1.00; 1/8 oz., \$1.75.

PAPAYER (See Poppy)

PELARGONIUM (See Geranium)

PENTSTEMON

	Tr. Pkt.	Oz.
Sensation. Largely used for bedding; should be treated the same as petunias, verbenas, etc.; mixed colors.	\$0.30	\$2.50
New Hybrids Mixed. Hardy perennial; large spikes	.30	2.00

PERIWINKLE. (See Vinca)

PHLOX DRUMMONDI

Beautiful Summer flowering annuals; excellent for pot plants for Spring sales.

DWARF OR COMPACT VARIETIES

	1/2 Trade Pkt.	Trade Pkt.	Oz.	1/4 lb.
"Cecily." Large flowering mixed.	\$0.30	\$0.50	\$2.50	\$9.00
Fireball. Brilliant scarlet.25	.40	2.00	...
Pink.25	.40	2.00	...
Snowball. Pure white.25	.40	2.00	...
Choicest Mixed.30	.50	1.50	5.50

GRANDIFLORA VARIETIES

	Trade Pkt.	Oz.	1/4 lb.
Alba. Pure white.	\$0.25	\$1.00	...
Coccinea. Scarlet.25	1.00	...
Pink.25	1.00	...
Stellata Splendens. Scarlet, with white eye.25	1.00	...
Choicest Mixed.20	.80	3.00
Fine Mixed.15	.60	2.25

PHLOX—Various Sorts

Hardy (Decussata). Choice mixed.	\$0.40	\$2.50	...
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PHYSOSTEGIA

Perennial border plant; tubular flowers.

	Tr. Pkt.	Oz.
Virginica. Pink.	\$0.25	\$1.25
Virginica Alba. White.25	1.25

PINKS (See Carnation and Dianthus)

PLATYCODON - Chinese Bellflower

A very desirable perennial; handsome for garden decoration; bell-shaped flowers.

	Tr. Pkt.	Oz.
Grandiflorum. Blue.	\$0.25	\$1.00
Grandiflorum. White.25	1.00

POPPY

Double Annual Varieties

	Tr. Pkt.	Oz.
Carnation Flowered. Mixed. 1/4 lb., 50c.	\$0.15
Crimson King. Crimson.15	.25
Fairy Blush. White, fringed and tipped with rose.15	.25
Mikado (Striped Japanese). White, striped crimson.15	.25
Peony-Flowered. Scarlet.15	.25
White.15	.25
Yellow.15	.25
Mixed. 1/4 lb., 50c.15
Improved Shirley, May Queen. An improved strain; large double flowers; mixed colors.20	.75

Single Annual Varieties

	Tr. Pkt.	Oz.
American Legion. A new Shirley Poppy of a dazzling orange-scarlet; immense size.	\$0.25	\$1.00
King Edward. Scarlet, shaded black.15	.25
Miss Sherwood. Chamois rose.15	.25
Shirley. Large flowers; mixed colors. 1/4 lb., 75c.15	.25
Tulip. Glowing scarlet.15	.40

Perennial Varieties

	Tr. Pkt.	Oz.
Giant Scarlet.	\$0.15	\$0.50
Iceland (Nudicaule). White.25	1.25
Yellow.25	1.25
Single Mixed.25	1.00
Oriental. Deep scarlet.20	.75
Mrs. Perry. Rich salmon pink.50	3.50
Hybrids. Mixed colors.25	1.00

Two Pages of "DeLuxe"

Of all the plants which the florist raises from seed, Petunias of "class," both single and double-flowered, probably give best returns. We pride ourselves on the fact that the following list represents the "DeLuxe" of this worthy plant family. All of the seed offered has been hand pollenized, consequently is true to type.

From seeds sown in January, plants may be flowered in twelve weeks as opposite illustration shows. Our single and double Petunias are equally desirable for culture in the open ground or as pot plants in the greenhouse. They are being used extensively in floral work and as cut flowers.

Diener's California Petunias

(Originator's Seed)

	Tr. Pkt.	3 Pkts.
FLESH PINK FRILLED. A most beautiful variety with edges frilled. Flowers 3 to 4 inches in diameter	\$0.75	\$2.00
BLUE OR PURPLE75	2.00
PINK GLORY. The greatest novelty in Petunias. Pure flame rose-pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants grow to a height of 12 to 15 inches. A very compact grower and continually covered with flowers	1.00	2.75
BLUE AND WHITE. Especially adapted for window boxes or hanging baskets75	2.00
RUFFLED MONSTERS MIXED. A wonderful selection of single flowered varieties75	2.00
GIANT DOUBLE MIXED. Broad petaled. Diener states this mixture will produce 33 per cent double flowers. A peculiarity of the doubles is that they are the slowest growers in the lot; in most cases the seedlings appearing first are the singles, while the latest are the double. Diener's Double Giant Mixed	1.50	4.00



Diener's Large Flowering Petunias. Seedlings in 3-inch Pots, 12 Weeks After Sowing. (New Crop Seed, Direct From Originator).

Petunias for Mother's Day

Well grown Petunias, especially double flowered varieties, are now to be classed as a most important plant for Mother's Day sales. Easily produced and providing quick profit. In addition to seed offered above, we are in position to supply small plant stock and rooted cuttings of same. (See page 39).

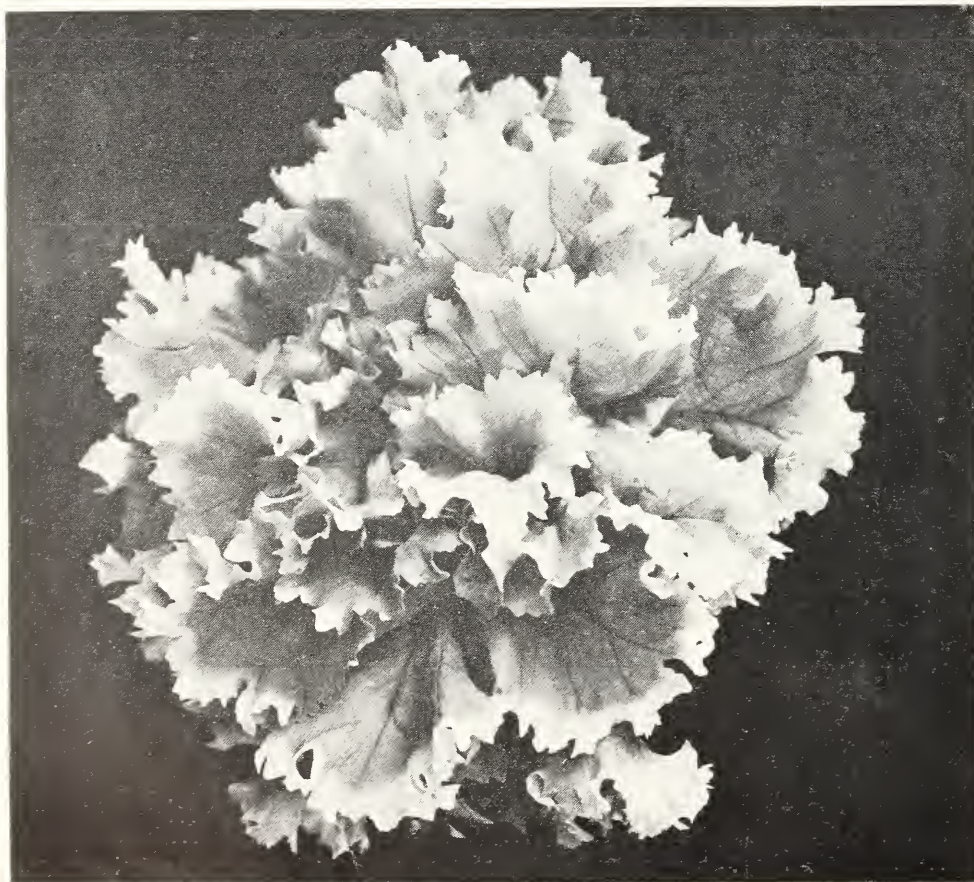
The Newer Types of Petunias

Excerpt from "The American Florist"

Petunias In Pots and Boxes

The increasing popularity of the large flowered Petunias with their brilliant coloring, fringed and waved edges of the fluffy ruffles, beautiful veining and rich color contrasts in many of the newer productions, together with their extremely large blossoms, makes them one of the most desirable bedding plants, that should be foremost on the list of every specialist in this line.

These newer type Petunias, planted in pans, can be flowered abundantly for Mothers' Day and will, when well done, make one of the best leaders for this important holiday. They also excel all other flowering plants for the window box producing a great wealth of bloom the entire Summer. Points of vantage at every growing or retail establishment should be occupied by boxes filled with these improved Petunias, which, kept in condition, will produce a decorative effect sure to be greatly admired by all who see them and create a desire for similar adornment of their own homes.



Double Large Flowering Petunia—A. B. C. Special "Seed Producing" Strain.

NEW CROP FLOWER SEEDS—Continued

Petunias for Pots and Bedding

A.B.C. Special Strains of California Grown Petunias, Single Flowered



Diener's Large Flowering Petunias. This Strain Is Now in Great Favor for Pot Plants.

	Tr. Pkt.	Oz.
CALIFORNIA GIANTS MIXED. Mammoth flowering. (1/8 oz., \$3.00)	\$0.50	
GRANDIFLORA FRINGED, HYBRIDA MIXED. Beautifully fringed. (1/8 oz., \$2.50)50	
RUFFLED GIANTS, FLUFFY RUFFLES. Mixed colors. (1/8 oz., \$3.00)75	
ROMANY LASS (New). Clear bright crimson75	
TRIUMPH (New). Beautifully ruffled; bright pink75	
HOWARD'S STAR. Crimson-maroon40	2.00
ROSY MORN. Dwarf; rose50	2.50
STRIPED AND BLOTCHED. Mixed25	1.00
DWARF INIMITABLE. Of dwarf, compact habit; flowers striped and blotched30	1.50
GIANT COPPER RED. Ruffled, with bronze or black throat		1000 Seeds \$1.00
GIANT ROSE. Ruffled; veined black		1.00
GIANT STEEL BLUE. Ruffled; veined black		1.00
GIANT WHITE. Large flower		1.00

	Tr. Pkt.	1/4 Oz.
ROSE OF HEAVEN. Very dwarf. Rose-pink	\$0.56	
SNOWBALL. Pure white. Very compact50	.75
VIOLACEA (New). Deep violet; fine50	1.00
GENERAL DODDS. Velvety blood-red50	1.00
COUNTRESS OF ELLESMERE. Rose, white throat50	1.00

Portland or Balcony Petunias

	Tr. Pkt.
ELK'S PRIDE. "Royal Purple."	\$1.00
PRIDE OF PORTLAND. Deep rose	1.00
WHITE BEAUTY	1.00
MIXED COLORS	1.00
SCARLET BEAUTY. Bright scarlet	1.00
3 pkts of any of above for \$2.50.	
6 pkts of any of above for 4.50.	

A.B.C. Strains of California Grown Petunias Double Flowered

	500 Seeds	1000 Seeds
NEW CARNATION OR SMALL FLOWERED DOUBLE. Free bloomer; excellent for pot plants..	\$1.50	\$2.75
A. B. C. SUPREME DOUBLE "SEED PRODUCING" MIXED. The finest double Petunias offered, produces a very large percentage of beautiful double flowers. Ask R. J. Windler, the prominent Chicago florist and Vice-Pres. of Chicago Florist Club, about this strain. He grows it extensively	1.00	2.00
MARVELOUS DOUBLE MIXED. Similar to the preceding, but with fewer of the very large, peony-flowered type		1.00
NEW DOUBLE WHITE "MADONNA." Gives a large percentage of pure white. Deeply fluted flowers; a fine florist's flower. Comes remarkably true	1.50	



Double Large Flowering Petunias—A. B. C. Special "Seed Producing" Strain.



American Bulb Company, Importers and Growers

NEW CROP FLOWER SEEDS—Continued

PORTULACA

	Tr. Pkt.	Oz.
Double. Large flowering, mixed; extra fine quality	\$0.30	\$2.00
Single. Large flowering, mixed. ¼ lb., \$1.50.....	.15	.50

POT MARIGOLD (See Calendula)

A. B. C. "SUPREME" PRIMROSES Primula Chinensis Fimbriata

We have a superb strain, grown for us exclusively by the best specialists in Europe. The plants are compact; individual and clusters of flowers immense, colors superb and mostly fringed petals. Our strain cannot be surpassed.

	½ Trade Pkt.	Trade Pkt.
Alba Magnifica. White. 1-32 oz., \$1.50.....	\$0.60	\$1.00
Chiswick Red. Bright red. 1-32 oz., \$1.75.....	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye. 1-32 oz., \$1.7560	1.00
Holborn Blue. 1-32 oz., \$2.2560	1.00
Kermesina Splendens. Crimson. 1-32 oz., \$1.75 ..	.60	1.00
Rosy Morn. Pink. 1-32 oz., \$2.2560	1.00
Prize Mixture. This mixture contains only the very finest sorts selected from the best strains. 1-16 oz., \$3.0060	1.00

Primula Obconica

These are splendid pot plants for Winter blooming.

	Trade Pkt.
Grandiflora Alba. White. 1-32 oz., \$2.00	\$0.50
Coerulea. Blue. 1-32 oz., \$2.0050
Kermesina. Crimson. 1-32 oz., \$2.0050
Lilacina. Pale lilac. 1-32 oz., \$2.0050
Rosea. Pink. 1-32 oz., \$2.0050
Vesuvius. Deep crimson. 1-32 oz., 2.5050
Hybrida. Mixed. 1-32 oz., \$1.5050
Fimbriata. Fringed; mixed. 1-32 oz., \$1.7550
Gigantea Monster. A large flowering strain grown by a specialist.	
Apple Blossom. Soft pink	\$1.00
Kermesina. Deep crimson	1.00
Plathi. Brilliant deep rose	1.00
Rosea. Pink	1.00
Mixed Colors	1.00

Primula, Various Sorts

Kewensis (Verbena Scented Yellow Primrose). Of strong growth; long spikes of yellow flowers. 1-16 oz., \$1.25.....	\$0.50
Malacoides (Improved Baby Primrose). Color, light lilac. 1-16 oz., \$1.0050
Malacoides Alba. Pure white. 1-16 oz., \$1.25.....	.50
Malacoides Alba Plena. Double white60
Malacoides Superba. Deep rosy pink flowers. Pkt., 30c.	
Veris (Cowslip). Mixed. Oz., \$2.2540

PUERARIA - Kudzu Vine

	Tr. Pkt.	Oz.
Thunbergiana. Perennial climber; rosy purple pea-shaped flowers	\$0.15	\$0.40

PYRETHRUM

Foliage Sorts for Bedding

	Tr. Pkt.	Oz.
Aureum (Golden Feather). Yellow foliage.....	\$0.15	\$0.30

Flowering Sorts (Perennial)

	Tr. Pkt.	Oz.
Roseum. Pink	\$0.40	\$2.00
Uliginosum (Giant White Daisy)30	1.50
Hybridum Single. Mixed30	1.50
Hybridum Double. Mixed50	4.00

RHODANTHE - Everlasting Flower

	Tr. Pkt.	Oz.
Double Pink. Choice for cutting	\$0.25	\$0.75
Mixed Colors.15	.50

RICINUS - Castor Oil Bean

	Tr. Pkt.	Oz.
Borboriensis. 15 feet. Green foliage	\$0.15	
Cambodgensis. Bronzy maroon, 5 feet15	
Gibsoni. Dark red, 5 feet15	
Giant (Panormitanus). Immense dark brown leaves ..	.15	
Sanguineus. Blood red, 5 feet15	
Zanzibarensis. 12 feet. Mixed colors15	

ROCK CRESS (See Arabis)

RUDBECKIA - Coneflower

Tall growing plants blooming profusely all Summer.

	Tr. Pkt.	Oz.
Bicolor Superba. Yellow, brown center	\$0.15	\$0.50

SALPIGLOSSIS

Very showy annuals, splendid for cutting.

	Tr. Pkt.	Oz.
Crimson and Gold	\$0.30	\$1.25
Primrose30	1.25
Purple and Gold30	1.25
Rose and Gold30	1.25
Scarlet and Gold30	1.25
White and Gold30	1.25
Choice Mixed25	.75
Emperor. Extra large flowering, mixed25	1.00

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with a specialist who supplies only fine plump seed which is saved from specimen plants and such as shows a high germination.

	Tr. Pkt.	Oz.
America (Globe of Fire)	\$0.50	\$4.50
Bonfire (Clara Bedman)40	2.50
Splendens. Tall growing35	2.50
Zurich. Dwarf, early50	3.50
Patens. Blue50

SAPONARIA

Vaccaria. A free blooming annual with beautiful pink feathery flowers	\$0.15	\$0.25
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SCABIOSA - Mourning Bride

	Tr. Pkt.	Oz.
Azure Fairy	\$0.15	\$0.50
Cherry Red15	.50
Crimson15	.50
Flesh Pink15	.50
King of Blacks15	.50
Pompadour15	.50
Rose15	.50
White15	.50
Extra Fine Mixed15	.40
Dwarf Double Mixed15	.40

.. SCARLET FLAX (See Linum)

SENSITIVE PLANT - Mimosa

	Tr. Pkt.	Oz.
Pudica. Flowers pinkish white	\$0.15	\$0.40

SHAMROCK

True Irish. ¼ lb., \$2.50	\$0.20	\$0.75
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SHASTA DAISY (See Chrysanthemum)

SCHIZANTHUS - Butterfly Flower

	Tr. Pkt.	Oz.
Garroway's Hybrids	\$0.50
Hybrida Grandiflora20	.75
Wisetonensis. Fine for pots30	1.25

SMILAX - Myrsiphyllum Asparagoides

A well known greenhouse climber. Valuable for floral decorations. ¼ lb., \$1.00; per lb., \$3.75	\$0.15	\$0.30
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SNAPDRAGON (See Antirrhinum)

SOLANUM - Jerusalem Cherry

	Tr. Pkt.	Oz.
Capsicastrum.		
Jerusalem Cherry. Scarlet berries	\$0.15	\$0.50
Cleveland Cherry. Grows more complete than above and produces the scarlet berries in greater profusion40	2.00

NEW CROP FLOWER SEEDS—Continued

STATICE - Everlasting Flower

Valuable for cutting or decorative purposes.

	Tr. Pkt.	Oz.
Latifolia. Perennial. Large deep blue flowers....	\$0.25	\$1.00
ANNUAL VARIETIES		
Sinuata. Blue20	.75
Lavender20	.75
Rosea Superba20	.75
Suworowii (Russian or Cattail statice)50

STEVIA

Serrata. Fragrant white flowers; desirable for cutting25	1.25
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STOCKS

A. B. C. Special Florists' Strains

Stocks Are One of Our Specialties

Our percentage of doubles equals the best European strains and our grower received five "Awards of Merit" and two "highly commanded" at the trial of Stocks conducted by The Royal Horticultural Society of Great Britain at Wisely, England, in 1922.

BISMARCK STOCKS

An especially meritorious class. These Stocks are giant, growing from twenty-four to thirty inches tall, of branching habit, producing innumerable large spikes measuring twelve to sixteen inches long, coming into bloom in ten to twelve weeks.

	Tr. Pkt.	Oz.
White	\$0.50	\$3.00
Blood Red50	3.00
Blush, Apple Blossom50	3.00
Canary Yellow (Golden Bell)50	3.00
Dark Blue50	3.00
Fiery Blood Red. Fine50	3.00
Lavender. Extra50	3.00
Rose. Deep rose-pink50	3.00
Choice Mixed50	3.00

MAMMOTH BEAUTY OF NICE—EARLY FLOWERING

Branching Stocks which bloom earlier than other strains. Very desirable.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Canary Yellow	\$0.50	\$2.50	Old Rose	\$0.50	\$2.50
Carmine Rose ..	.50	2.50	Rosy Lilac50	2.50
Crimson50	2.50	White50	2.50
Deep Blue50	2.50	Choice Mixed ..	.50	2.50
Flesh Pink50	2.50			

PERPETUAL BRANCHING - Giant Perfection

	Tr. Pkt.	Oz.
Blood Red	\$0.50	\$2.50
Flesh50	2.50
Pale Blue50	2.50
Pale Blush50	2.50
Rose50	2.50
Snowdrift (New). Early; pure white50	2.50
Princess Alice. White. (cut-and-come-again)50	2.50
Choice Mixed50	2.50

LARGE FLOWERING DWARF TEN WEEK STOCKS

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Blood Red	\$0.40	\$2.50	White	\$0.40	\$2.50
Bright Pink40	2.50	Flesh40	2.50
Canary Yellow40	2.50	Light Blue40	2.50
Deep Purple40	2.50	Choice Mixed ..	.40	2.50
Lavender40	2.50			

WALLFLOWER LEAVED TEN WEEK STOCKS

	Tr. Pkt.	Oz.
Apple Blossom Flesh	\$0.50	\$2.50
Canary Yellow50	2.50
Violet Queen50	2.50
Snowflake. Pure white50	2.50
Choice Mixed50	2.50

STOKESIA - Cornflower Aster

One of the most desirable hardy perennial plants for the border and excellent for cutting.

	Tr. Pkt.	Oz.
Cyanea. Lavender blue	\$0.25	\$1.50
Cyanea Alba. Pure white25	1.50

STRAWFLOWER (See Helichrysum)



Bismarck Stocks.

SUNFLOWER - Helianthus

ANNUAL VARIETIES

	Tr. Pkt.	Oz.
Chrysanthemum Flowered. Double yellow	\$0.15	\$0.25
Cucumerifolius (Miniature Sunflower). Single yellow15	.25
Cut and Come Again. Single yellow15	.25
Double Globe (Globosus Fistulosus). Rich yellow15	.25
Dwarf Double (Globe of Gold). Deep yellow15	.25
New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow15	.40
Oscar Wilde. Single yellow, with black center15	.25
Russian. Large yellow; single05
Stella. Single yellow, black centre15	.25

SWEET ALYSSUM (See Alyssum)

SWEET SULTAN - Centaurea Moschatus

Mixed Annual. Fragrant flowers resembling "Bachelor's Buttons"	\$0.15	\$0.40
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"COMMERCIAL FLORICULTURE," by Fritz Bahr

A new and up-to-date book covering every phase of plant culture. A practical manual for the retail plant grower, five hundred pages, two hundred and seventy-five halftone illustrations. Bound in flexible leather. Every grower, no matter how large or how small, should have a copy of this book. We have secured a number of copies that we take pleasure in recommending to our customers. Price, \$5.00.

EARLY OR WINTER-FLOWERING SWEET PEAS

THE FOLLOWING ARE "UP-TO-THE-MINUTE" POPULAR CUT-FLOWER VARIETIES

After a Careful Survey by Our Sweet Pea Expert the Past Season Through the Medium of the Most Prominent Cut-Flower Commission Houses of the Country, We Do Not Hesitate to Recommend the Following Varieties as Being the Most Valuable for the Florist.—A. B. C.

A. B. C. Improved ZVOLANEK'S ROSE

The "Daddy" of Them All and "The Sensation of the Sweet Pea World."

A. B. C. Improved Zvolanek's Rose has, we believe, reached the climax of perfection in Winter Flowering Sweet Peas. This exceptional variety has been tried out the past few years in practically every market in this country and invariably found to fill every want demanded by the public in a Sweet Pea. This great popularity is no doubt due not only to its beautiful self-rose color, but also because of distinct vigor and the lengthy period during which it throws up its long-stemmed, much waved or fluted flowers. A. B. C. Improved Zvolanek's Rose is used for "main crop" by many of the largest growers in this country, particularly by those who supply the Chicago market. We suggest that by all means you allow this absolutely meritorious sort to predominate in your Sweet Pea planting for the coming season. Seed of above named variety is produced for us by a California specialist, thoroughly rogued and hand-picked and true to name. Price per oz., 60c; ¼ lb., \$2.25; per lb., \$8.00.

Write us for price on quantity. We stock A. B. C. Improved Zvolanek's Rose in large volume.

EARLY FLAMBEAU. A large orange cerise. A wonderful advance in this group. It is a pure orange slightly tinged with cerise, very large and free flowering and will not burn. Per oz., \$1.50; per ¼ lb., \$5.50; per lb., \$20.00.

EARLY NEW BLUE. We have worked for years to get a good free flowering Early Spencer in a deep blue and we now offer Early New Blue as being the best deep blue in this group. Of robust habit, good and free flowering and will not burn. Per oz., \$1.50; per ¼ lb., \$5.50; per lb., \$20.00.

EARLY ROSE DORE. A beautiful rose pink suffused with orange; early, very robust habit. It is soft rose suffused salmon orange, borne on long stems carrying three and often four well placed flowers. Per oz., \$1.50; per ¼ lb., \$5.50; per lb., \$20.00.

EARLY STARLIGHT. A clear lavender blue; synonymous in color with the late Hawimark Lavender. "The silvery blue of a night in the Silent North." Very early, a strong grower. The flowers are nicely placed on long stout stems. Per oz., \$1.50; per ¼ lb., \$5.50; per lb., \$20.00. Hand picked seed from thoroughly rogued plants insures true stock of high quality.

BALL'S COLUMBIA. Color, pink and white. Very early and one of the best florists' varieties, like Xmas White and Pink. Per oz., 50c; per ¼ lb., \$1.80; per lb., \$6.00.

BLUEBIRD. The flowers are arranged on long stems. Much the best of all blue sorts. Per oz., 50c; per ¼ lb., \$1.80; per lb., \$6.00.

BURPEE'S ORANGE. Glistening orange. Exceptionally good. Per oz., \$1.50; per ¼ lb., \$4.00; per lb., \$15.00.

GLITTERS. A variety which is unique in itself. The color is a bright fiery orange salmon. The flowers are of enormous size, are beautifully waved, usually borne four to the stem. Per oz., 50c; per ¼ lb., \$1.80; per lb., \$6.00.

GRENADIER. This is the most brilliant Sweet Pea yet introduced. The color may be best described as a glowing poppy scarlet. Per oz., 75c; per ¼ lb., \$2.85; per lb., \$10.00.

HARMONY. An exceptionally choice clear lavender. Very large flower. Per oz., 50c; per ¼ lb., \$1.80; per lb., \$6.00.

IMPROVED SNOWSTORM. This is by far the finest of all winter-flowering varieties. Per oz., 50c; per ¼ lb., \$1.80; per lb., \$6.00.

LAVENDER KING. Color rich, true, deep lavender. Flowers are of large size and beautifully waved form. Extra fine. Per oz., 50c; per ¼ lb., \$1.80; per lb., \$6.00.

MRS. KERR. The first early flowering salmon. Created a sensation when first exhibited at the great International Flower Show in New York, March, 1921; also at the National Flower Show, Indianapolis, Ind., 1922. Per oz., \$1.50.

PRINCESS. A vigorous grower with large flowers, fluted and waved. Color a lovely shade of soft lavender suffused mauve. Per oz., 50c; per ¼ lb., \$1.80; per lb., \$6.00.

ROSE QUEEN. Color a most attractive shade of pink. Per oz., 50c; per ¼ lb., \$1.80; per lb., \$6.00.

YARRAWA. Bright rose pink with a clear, creamy base. Flowers average 2½ inches in diameter; many are duplex or double. Per oz., 40c; per ¼ lb., \$1.50; per lb., \$5.00.

Burpee's New Sweet Pea PENROSE is a most outstanding shade of rose. As the flowers open, they are of a pure, clear rose, changing to somewhat more of a rose-pink as they become fully developed. Per ½ oz., \$2.75; oz., \$5.00; 4 ozs., \$15.00; lb., \$50.00.

CHEVALIER. This fine new rose variety is of foremost commercial value. Chevalier is a flower of great beauty and magnificent size. The blooms are borne in fours on fine, long stems, and the color is truly unique. It is a true rose, livened with a suspicion of lemon, which gives the flower, especially when bunched, a bright and pleasing life-like effect. Chevalier has been awarded two Certificates of Merit—at the International Flower Show, 1922, and the National Flower Show, 1922. Per ½ oz., \$1.30; oz., \$2.50; 4 ozs., \$7.50; lb., \$25.00.

TRUE BLUE. This lovely variety is a charming shade of true blue or light violet-blue. The flowers are of great size, much waved or crimped, strong and vigorous in growth, and almost floriferous. Does not grow out of bounds. Excellent for all seasons. Awarded Certificate of Merit at the Great International Show, New York, 1918. Per oz., 50c; 4 ozs., \$1.80; lb., \$6.00.

EARLY ELDORADO. A pure orange salmon; early blooming, of robust vigorous habit. In color it is synonymous with the late variety, Robert Sydenham. It is practically sunproof and does not require shading. We predict it will supersede all so-called orange varieties. Per oz., \$1.50; ¼ lb., \$5.50; lb., \$20.00.



New Sweet Pea, Defiance. For Outdoor Planting. A fine large orange-scarlet; absolutely burnless. Of vigorous habit. A great improvement over Royal Scot. Oz., \$2.00; lb., \$20.00.

NEW CROP FLOWER SEEDS—Continued



Verbenas.

A. B. C. SWEET PEAS

EARLY FLOWERING

FLAMINGO. This is a distinct and charming variety. The flowers are truly enormous in size, produced in threes or fours on very long, stiff stems. The broad and well-waved standard is light orange, with a suffusion of bright salmon, and the wings are a delicate shade of orange-pink blending into a general effect of bright light orange. The texture of the flowers is substantial. Per oz., 50c; ¼ lb., \$1.80; lb., \$7.00.

GORGEOUS. A charming soft salmon-cerise self. A unique and pleasing color, and always admired. The flowers are of great size, and generally borne in threes and fours on very long, stout stems. Fine for all season. Per. oz., 50c; 4 ozs., \$1.50; lb., \$5.00.

Spencer or Orchid Varieties

Very profitable outdoor crop, producing fine cut-flower material with very little cost.

	Oz.	Lb.
Apple Blossom—Rose and Blush.....	\$0.25	\$2.50
Asta Ohn—Lavender.....	.25	2.50
Austin Frederick—Improved Lavender.....	.25	2.50
Blanche Ferry—Pink and White.....	.25	2.50
Blue Monarch—Dark Blue.....	.25	2.50
Constance Hinton—Black Seeded White.....	.25	2.50
Countess Spencer—Rose Pink.....	.25	2.50
Elfrieda Pearson—Giant Pink.....	.25	2.50
Florence Nightingale—Lavender.....	.25	2.50
Hawlmack Pink—Pink, Shaded Salmon.....	.25	2.50
Hercules—Giant Pink.....	.25	2.50
Illuminator—Salmon Orange.....	.25	2.50
King Edward—Crimson.....	.25	2.50
King White—Pure White.....	.25	2.50
Margaret Atlee—Rosy Salmon.....	.25	2.50
Orchard—Lavender Suffused Pink.....	.25	2.50
Primrose—Primrose Yellow.....	.25	2.50
Royal Purple—Rich Purple.....	.25	2.50
Royal Scot—A Fine New Cerise.....	.25	2.50
Vermilion Brilliant—Bright Scarlet.....	.25	2.50
Wedgewood—Blue.....	.25	2.50
White Spencer—White.....	.25	2.50

SWEET ROCKET - Hesperis

	Tr. Pkt.	Oz.
Mixed Perennial. Purple and white	\$0.15	\$0.30

SWEET WILLIAM - Dianthus Barbatu

Provides excellent cut flowers.	Tr. Pkt.	Oz.
Single Crimson	\$0.15	\$0.50
Pink Beauty25	1.00
Scarlet Beauty25	1.00
Velvety Maroon15	.50
White15	.50
Mixed15	.35
Double Mixed15	.60

TAGETES

	Tr. Pkt.	Oz.
Signata Pumila. Good bedding plant; flowers golden yellow	\$0.15	\$0.75

THALICTRUM

Dipterocarpum. Flowers rosy purple with yellow anthers, perennial fine for cutting	\$0.50	\$2.50
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THUNBERGIA - Black Eyed Susan

Mixed	Tr. Pkt.	Oz.
	\$0.20	\$1.00

TORENIA

	Tr. Pkt.	Oz.
Fournieri Grandiflora. Blue	\$0.50	\$3.00

TRITOMA - Red Hot Poker

Pfitzeri. Large spikes of orange-scarlet flowers	\$0.30	\$1.25
Diener's Hybrids. Extra Trade Pkt. of 100 seeds	\$1.00.	

VERBENA

	Tr. Pkt.	Oz.
Mammoth Scarlet (Defiance)	\$0.30	\$1.50
Pink30	1.50
Purple30	1.50
Blue30	1.50
Striped30	1.50
Lucifer; Cardinal Red30	1.50
White30	1.50
Yellow30	1.50
Mixed30	1.25
Giant Flowered Mixed50	2.00
Lemon Scented40	3.00

VERONICA - Speedwell

Showy hardy perennial border plant of easy culture. Excellent for bouquets.	Tr. Pkt.	Oz.
Spicata	\$0.25	\$1.50

VINCA - Periwinkle

An excellent bedding plant. Sow seed early.	Tr. Pkt.	Oz.
Alba Pura, Pure White	\$0.25	\$1.00
Alba, White with Eye25	1.00
Rosea, Pink25	1.00
Mixed20	.80

VIOLET - Viola Odorata

	Tr. Pkt.	Oz.
Single Blue Czar	\$0.50	\$4.00

VIOLA CORNUTA - Tufted Pansies

	Tr. Pkt.	Oz.
Admiration, Dark Blue	\$0.40	\$2.50
Cornuta, Mauve Queen, Mauve40	2.50
Blue Perfection, Light Blue40	2.50
White Perfection, Pure White40	2.50
Mixed40	2.00

WALLFLOWER

	Tr. Pkt.	Oz.
Double, Brown. ¼ oz., \$1.75	\$0.50
Yellow. ¼ oz., \$1.7550
Mixed. ¼ oz., \$1.7550
Paris. Extra Early, Yellow15	.60
Blood Red15	.60
Mixed15	.50
Single Mixed15	.30

XERANTHEMUM - Everlasting Flower

Double Mixed. Annual for Winter bouquets.....	\$0.15	\$0.50
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NEW CROP FLOWER SEEDS—Continued

ZINNIAS

A. B. C. "Gold Medal" Giant Dahlia-Flowered Type For Forcing and Open Ground

A FLORISTS' MONEY MAKER

This type is proving a good forcer amongst florists. Polar Bear is forced and used extensively as a bunching flower for Mothers' Day, while Exquisite, Oriole, Old Rose, Golden State, Crimson Monarch and Canary Bird are specially recommended to force as desirable colors for florists for early Spring trade.

To assist in visualizing the true color, we have inserted, parenthetically, Ridgeway's Color Chart descriptions.

A. B. C. "Gold Medal" Dahlia-Flowered

The black and white production illustrated on this page shows type and size, including the immense depth of petals, but can convey no adequate idea of the richness of the colors. Rich rose, glowing orange, flaming scarlet, clear yellow—there is a Dahlia-Flowered Zinnia to harmonize with every color scheme. No wonder, then, that Florists are eager to add them to their collections of cut flowers for Summer and Fall. Zinnias are of the easiest culture of all annuals, and bloom over a longer period than any other annual. They thrive and bloom throughout the hottest days of Summer, lending that touch of color which is so desirable and maintaining their splendor until the advent of frost.

These new Zinnias are recommended for growing under glass for cutting (treat same as Calendulas) as well as for outdoor planting.

We offer all varieties as follows: (Originator's new crop seed). **Exquisite.** Color light rose with center a deep rose. (Tyrian Rose).

Old Rose. This is adequately described by its name, as it is of the real old rose shade.

Illumination. Similar to Exquisite, but a striking self color of deep rose. (Tyrian Rose).

Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.

Crimson Monarch. By far the largest and best of red shades.

Giant Attraction. A distinct shade of brick red (Spectrum Red) which carries its color well from the bud, and forms into an immense ball of color when in full bloom.

Scarlet Flame. A large, beautiful, bright scarlet, with a delightful blending of orange throughout the petal. This is not a bicolor.

Meteor. A rich, glowing deep red (Spinel Red) and the darkest of all the red shades. Fine form, with good depth of petal. Very large.



A. B. C. "Gold Medal" Dahlia-Flowered Zinnia.
One-half natural size. See illustration on front cover showing full size flower.

Oriole. An immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named.

Dream. A fine, deep lavender, turning to purple (Mallow Purple) a new, desirable shade in Zinnias.

Polar Bear. A very large pure white, the best white yet seen in Zinnias.

Buttercup. An immense deep creamy yellow. A very desirable flower.

Canary Bird. A delicate shade of primrose—very large and holds its color well until out of bloom.

Price of each of above: Trade pkt., 50c; ¼ oz., \$1.75; per oz., \$4.00.

Special Offer. One large Tr. pkt. each of any seven varieties selected from above for \$5.00.

Special Mixture. A well blended mixture containing the above novelties. Price Tr. pkt., 50c; per oz., \$2.00.

Note. As supply of above in named varieties is as yet limited, we suggest early orders for same.

John Bodger & Sons Co., the well known seed growers of California, and originators of the New Dahlia-Flowered Zinnias advise under date of August 13, 1924:

"We wish to announce that our strain of Dahlia-Flowered Zinnias was awarded the Gold Medal and the "Award of Merit" by the Royal Horticultural Society of England, at the Chelsea Flower Show held in London, England, in June of this year.

"The exhibit consisted of about four hundred plants in five-inch pots, an assortment from our separate colors or named varieties grown through the courtesy of Messrs Dobbie & Company, Seedsmen of Edinburgh, Scotland, for exhibition purposes.

"We feel gratified at the recognition accorded this California novelty and are well rewarded for the seven years' painstaking care required to produce this record breaking favorite, the Dahlia-Flowered Zinnia. This strain of Giant Zinnia has already become known throughout the world and we have received testimonials from countries of varying climates—from Canada to Australia and British India, which shows its adaptability to all conditions."

ZINNIAS, OLD TYPES

THE BEST TYPE FOR BEDDING

Dwarf Double Varieties

	Tr. Pkt.	Oz.
Crimson	\$0.15	\$0.50
Pink15	.50
Salmon Rose15	.50
Scarlet15	.50
White15	.50
Yellow15	.50
Mixed15	.40

Giant Robusta Varieties

Buttercup. Deep yellow	\$0.30	\$1.00
Crimson30	1.00
Golden Yellow30	1.00
Purple30	1.00
Rose King30	1.00
Salmon30	1.00
Scarlet30	1.00
Shrimp Pink30	1.00
Sulphur Yellow30	1.00
Violet30	1.00
White30	1.00
Special Mixed20	.75

Miscellaneous Varieties

Red Riding Hood	\$0.20	\$0.75
Giant Picotee "Golden Pheasant." Gold tipped, maroon40	2.00
La France. Soft pink40	2.00
Mixed35	1.75
Lilliput. Mixed30	1.00
Mexicana Perfection (Haageana). Yellow30	1.00
Tall Double Mixed15	.35

Flower Seeds for Florists -:- Chicago and New York

ABC
SUPREME QUALITY

Grow Your Own Cut Flowers

PLANT HARDY PERENNIALS

For Forcing and Outdoor Planting

We offer the following selected list of Hardy Perennial Plants for delivery the coming Spring. All of this stock is of strong field growth and such as will no doubt produce results the first season after planting. Not to be confounded with small pot plant stock or seedlings frequently offered at so-called bargain prices. Place order at once (this is important as some kinds are in comparatively short supply) for shipment in due season. 25 plants at 100 rate.

Note. We do not furnish smaller units than 6 of a variety.—
A. B. C.

A. B. C. SUGGESTION, A WORTH-WHILE ONE, WE BELIEVE

If you are not the fortunate possessor of a parcel of ground, secure a nominal supply of A. B. C. "Supreme" Quality Hardy Perennial Plants and "hire them out" to some local market gardener or farmer. This is frequently done by florists throughout the country and generally such an arrangement can be made on a basis that will provide you with Summer cut flowers on a low cost basis.

EXCERPT FROM FLORISTS' REVIEW

Address by W. J. Barnes, Kansas City, Mo., delivered at the convention of the Oklahoma State Florists' Association, at Muskogee, Okla.

"FOR VARIETY IN MAKE-UP"

Hardy Perennials for Small-town Florists.

I started in business as a small-town florist; I was outside of the city, doing a purely local business, and I tried to use my own resources 100 per cent. Today I am in Kansas City and, although I am but a few blocks from the actual center of the city, and while we now have five up-to-date wholesale florists, I am still using, to a large extent, what I learned then to "get by" with.

I want to make my talk to the small-town florist who cannot slip down town in a few minutes and get what he wants. My appeal is to the man who has an acre or two and a few thousand feet of glass, and who may go along for probably a few days or weeks at this time of the year without taking in a dollar and then without a minute's notice is up against a funeral calling for flowers that may run up to a few hundred dollars, and he is expected to be ready to meet such an emergency. If he is a resourceful man he has been working with his customers on the idea of "leave it to him to make the selection," just getting at the price they want to pay and the card. Then, if he is a man of taste with a good idea of combining flowers and colors, and has a good, well stocked garden plot, he can "ride high."

Perennial gypsophila is so much used now, fresh or dry, that I don't need to describe it, but with a bunch of gypsophila, that can be grown in his garden, some gladioli of different colors, some buddleia, or Summer lilac; lathyrus, or hardy sweet peas; helianthus, or double hardy sunflowers; some dahlias, some lavender or white stokesias, tamarix, Mexican tuberoses and some rubrum lilies, he is fixed to meet anything.

Their Possibilities.

What can be done with perennial and garden flowers? You can make anything that can be made with any other flowers. I can remember many pretty things made entirely of garden flowers; for instance, a large wreath, about three-fourths of it of dark purple delphinium, finished with a large cluster of candidum lilies, another of English ivy leaves with a garland of asters. Only recently we made a neighborhood piece about six feet high of gladioli on an easel; for appearance it would have been hard to equal. With greenhouse-grown flowers, right today and every day, we are putting up beautiful and artistic spray bouquets, panels and wreaths, that I am sure would please the most critical; and we do not use a single rose or carnation.

I could give more plants that could be grown for this purpose, but I have cut down the list to those more common, most useful, easily grown and best adapted to the florist's use. Here they are:

(See following pages for this list. Varieties marked * are those recommended by Mr. Barnes.)

Give Continuous Supply.

No doubt I have left out some other good things, but I have tried to give you something that you could cut from all the time or in succession of crops. Some of them bloom only for a few weeks, but one or more of the others takes its place. Some by themselves do not cut much figure, but if you want a dozen sprays and have only America and King gladioli on hand, say, with perennial flowers with your gladioli you can make change upon change. For instance, buddleia; you can use it by itself, but you surely can use it better in combination with other flowers, with white gladioli, or the Mexican tuberoses; or try America gladioli and buddleia. Everyone ought to grow buddleia. It is in the rose class with me.

If you will grow a good, strong row of Tamarix hispida (shrub), you can snap your fingers at the cut ferns during the Summer, when it is so hard to get ferns and to keep them; its bluish green foliage is a wonderful help to your flowers in sprays or otherwise. I prefer it to asparagus for the foliage, and the flowers do help.

I have used it with lilies, late gladioli and early mums, and it is a jewel.



Achillea, "Ball of Snow."
Blooms all Summer, excellent cut flower.

Will Find Favor.

I have not said anything about growing plants such as gladioli, asters, dahlias and so on, as I suppose everyone is growing and knows about them. Some of the things I have mentioned work wonderfully well with those and help to make different combinations, so that you do not get tired of the sameness. One thing I should like to call your attention to is Ismene calathina, sometimes called Peruvian daffodil. It is also called the white amaryllis, which we call them. This is a bulb that you plant in the Spring in about three plantings, commencing as soon as the soil is warm, and ending about June 15 to 20. We are just cutting the last, and they work up as well as Easter lilies and are no trouble whatever to grow, and your bulbs increase in size and number.

Always remember that it pays every evening to go out and cut a lot of these flowers and put them deep in fresh, cold water; a cave or cool cellar is almost all they need, and if you do not use them one day, throw out those that do not look good and get more. If you do this, you will always have the stock ready to use and in the right condition to use. Your customers will not be kicking because they get a lot of wilted flowers, and gradually will get to like and use more and more of these, and you will pile up more and more dollars for your Uncle Sam to collect income tax from. But, incidentally, you get away from that awful thought, "Where are the flowers coming from to fill that order?"

If you are only able to plant a few perennials, we suggest the following as being exceptional for cut flowers:

Delphinium (Hardy Larkspur).
Lathyrus latifolius.
Tritoma Pfitzeri.
Achillea (Ball of Snow).
Gypsophila (Baby's Breath).
Gaillardia.
Aquilegia.
Shasta Daisy.

Hardy Perennials

The Following Perennial Flowers can be used Dried—During Winter or any Time

NAMELY:—STATICE, BABY'S BREATH, CHINESE LANTERN, ARTEMISIA AND ERYNGIUM.

	Doz.	100
*ACHILLEA (Ball of Snow). 2 feet. Wonderful for cut flowers or garden.....	\$1.50	\$10.00
millefolium roseum (Rosy Milfoil). Finely cut deep green foliage; pink flowers in dense heads and found all Summer	1.50	10.00
*ANTHEMIS tinctoria (Golden Marguerite)	1.50	10.00
*AQUILEGIAS or COLUMBINES. The Columbines are one of the most beautiful of all hardy plants. Their period of flowering covers the late Spring and early Summer months.		
chrysantha. Bright yellow, long spurred	\$1.75	\$12.00
chrysantha alba. A white variety of the above.	1.75	12.00
Long Spurred Pink Hybrids. A special selection of the greatly admired pink shades	1.75	12.00
Mrs. Scott Elliott's Long Spurred Hybrids. Fine run of colors and distinct shape	1.75	12.00
nivea grandiflora. Large pure white.....	1.75	12.00
*ARTEMISIA lactiflora. Grows 4 to 4½ feet tall, dark green finely cut foliage. Sweet-scented, small white flowers, to be used like Baby's Breath; but is in season August to September; fine with gladioli; one of the things that help out	2.00	14.00
ASTILBE (Spirea).. These stately Astilbes producing their graceful feathery spikes of flowers during June and July succeed best in a partially shaded position in rich, preferably heavy soil where they will not lack for moisture.		
Pink Pearl. Delicate pink	Doz. 100 \$5.00	\$30.00
ASTERS, Hardy (Michaelmas Daisies). These are among the showiest of our late flowering hardy plants, giving a wealth of bloom during September and October.		
Abendrothe. Deep rose. 5 feet	\$1.75	\$12.00
Climax. One of the best and showiest, with large pyramidal spikes of large light lavender-blue flowers. Very free. 5 feet	1.75	12.00
novi-belgi White Climax. A splendid white form of above	1.75	12.00
Feltham Blue. A pretty aniline blue, very free... ..	1.75	12.00
St. Egwin. One of the finest, covered with beautiful pink flowers	1.75	12.00
tataricus. Large bluish-lilac. 6 feet	1.75	12.00
SUMMER FLOWERING HARDY ASTER (Amellus Elegans). Grows 12 to 15 inches high and produces large showy flowers of a rich bluish violet during July and August. Its free flowering habit and compact growth makes it a most desirable subject for the front of the border	1.75	12.00
*BAPTISIA australis (False Indigo). A strong growing plant about 2 feet high. Fine to help out Memorial Day; fine foliage with dark blue lupine-like sprays of flowers; exceedingly effective	1.50	10.00
BOLTONIA asteroides. Among the showiest hardy plants with large single Aster-like flowers. The plant is in bloom during the Summer and Autumn months with its thousands of flowers open at one time producing a very striking effect. Pure white, very effective. 5-7 feet... ..	1.50	10.00
latisquama. Lavender-pink. 4-5 feet.....	1.50	10.00

EXPENSE SMALL

The expense of Perennials is small—merely a nominal first cost—they live over Winter and bloom again every year in abundance.



Buddleia Variabilis Magnifica.

*BUDDLEIA (Butterfly Bush or Summer Lilac). This is properly a shrub, but the top usually freezes back, and new growth starts from the root like other perennials. Plants grow three to four feet and are covered with long racemes of lilac-like flowers in July. The best location is in good, rich, well-drained soil in a sunny situation. It attracts the butterflies, and as many as fifty have been counted about a plant in a single afternoon.	Doz. 100	
variabilis magnifica.	\$4.25	\$30.00
CAMPANULA (Bellflower). A large and varied family of the greatest value. They are of the easiest culture, thriving in any ordinary garden soil.	Doz. 100	
medium (Canterbury Bells). Blue, rose, white.	\$1.50	\$10.00
*ARNATION Chabaud (Improved Carnation). The strongest growing race in existence. Flowers full double, measuring 2 inches across; growing on strong stalks. As true to the indoor Carnation as possible. Perfectly hardy. In 8 varieties our selection. All Summer	3.00	25.00
grenadin. Hardy semi-double outdoor pink; very distinct colors. Red, maroon, pink, yellow and white. All summer	1.20	8.00
CENTAUREA montana (Bachelor's Button). Blue. July-September	1.20	8.00
*COREOPSIS lanceolata. A beautiful hardy border plant, grows 15 to 18 inches. Fine for yellow and if kept closely cut will bloom for a long time	1.50	10.00
verticillata. A dwarf everblooming variety, grows 10 to 12 inches high, covered with fine yellow flowers	1.50	10.00
HARDY CHRYSANTHEMUMS. The inclusion of Hardy Chrysanthemums in your plantings makes it possible to have the garden bright with flowers after the majority of hardy herbaceous flowers are past. They are also valuable for cut flowers. The varieties offered below have been carefully selected and will give a flowering period of two months, from the middle of September until the middle of November.		
Autumn Glow. Rose-crimson, large	Doz. 100 \$2.00	\$14.00
Bronze Button.	2.00	14.00
Elkton. Profuse, very compact, multi-petaled flowers of dollar size, bluish white, slightly tinged lavender	2.00	14.00

HARDY CHRYSANTHEMUMS—Continued.

	Doz.	1 00
Excelsior. Bright orange-yellow; very free.		
Large	\$2.00	\$14.00
Eva. Dwarf, deep pink	2.00	14.00
Field of Snow. Pure white button	2.00	14.00
Golden Queen. Yellow, large	2.00	14.00
Hilda Wells. Beautiful Tuscan red, shaded yellow at base of petals	2.00	14.00
Ladysmith. Earliest, deep rose pink	2.00	14.00
Marie Antoinette. Rose, large	2.00	14.00
Red Button.	2.00	14.00
Skibo. Showy, golden button pompon	2.00	14.00
Victory. White, large	2.00	14.00
CHRYSANTHEMUM maximum (Giant Moonpenny or Shasta Daisies).	Doz.	100
Alaska. Extra large	\$1.50	\$10.00
King Edward VII. New. Vigorous grower; enormous white flowers	1.50	10.00
CHELONE (Shell Flower). Handsome perennials, growing about two feet high, and bearing numerous spikes of large flower heads, Summer and Fall.	Doz.	100
Lyoni. Heads of showy purplish red flowers....	\$1.75	\$12.00

DAISY, SHASTA (See Chrysanthemums)

Delphiniums or Hardy Larkspur

Almost indispensable both for forcing and outdoor planting. Belladonna and Bellamosa are the desirable sorts for forcing.

Delphinium are being forced in larger numbers each season. The plants should have a good freezing before being forced, so should not be lifted until there has been considerable frost.

About the middle of January or the first part of February, start the plants in the greenhouse at a low temperature. If you start them earlier than the middle of January, some may be lost by damping off. After the middle of February, give the plants enough heat to make a night temperature of 40 to 42 degrees; increase this to 50 degrees as the plants grow.

Do not attempt hard forcing of Delphiniums, and when they are flowering air them freely. Do not have too much manure in your soil; it would be better to have the soil a little poor and later add a top-dressing of old manure. In forcing Delphiniums, temperature, watering, ventilation and time of starting are of great importance. In the early stages it will be safer to run the plants a little dry than the reverse.

Note! We book orders now for forcing Delphiniums and forward plants when they are in proper condition to place in greenhouse benches.

	Doz.	100
Belladonna. The most continuous blooming of all, never being out of bloom from June 1st until cut down by hard frost. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flower....	\$1.50	\$10.00
Select two-year-old clumps	1.90	14.00
Bellamosum. The dark blue form of the popular Belladonna	1.50	10.00
Tall English Hybrids. Unquestionably the finest strain of mixed hybrids ever offered. A grand assortment of single and double flowers. Colors ranging from lightest blue to purple with flower spikes 2 feet long	1.75	12.00
Select two-year-old clumps	2.15	16.00
*DIANTHUS barbatus (Sweet William). Old favorites, bearing their sweet, clove-scented flowers in the greatest profusion during May and June. They are indispensable for the edge of the hardy border and for cutting.	Doz.	100
Pink Beauty. Improved fine deep salmon-pink color	\$1.50	\$10.00
Scarlet Beauty. Rich deep scarlet, bright green foliage, very fine	1.50	10.00
White Beauty. Pure white	1.50	10.00
Latifolius atrococcineus fl. pl. (Everlasting Hybrid Sweet William). Beautiful Summer bedding variety producing masses of brilliant fiery crimson flowers all season	1.50	10.00
Pinks (Hardy Scotch). Without the spicy fragrance of the Hardy Pinks a garden is incomplete. One of the quaint, old-fashioned, fringed flowers; the kind that appeals to everyone by its delightful Scotch Pink fragrance. This strain is made up of the finest sorts in cultivation; the flowers being unusually large and range in color from white to delicate pink and rich crimson, with rose and maroon centers.	Doz.	100
Plumarius fl. pl. Double	\$1.50	\$10.00
Her Majesty. Double white	1.50	10.00

HARDY PERENNIALS—Continued

*DIGITALIS (Foxglove). Fine spray flowers, especially if combined with smaller flowers; fine for tall baskets of cut flowers. The campanulas are good used this way also, with some wonderful shades of pink, lavender and purple, and are better if grown in partial shade. Colors, purple, white or rose 1.50 10.00

EULALIA. Hardy ornamental grass with pampas-like plumes in October; suitable for edging pond or stream or boggy places as well as for bedding.

	Doz.	100
variegata. Broad, white margin on leaf. 6 feet.	\$2.00	\$14.00
zebrina. Blotched and striped yellow cross-ways of leaf. 6 feet	2.00	14.00
*ERYNGIUM (Sea Holly). Finely cut spiny foliage and thistle-like heads of flowers of a beautiful steel blue. Very decorative in the hardy border and useful for dry bouquets in Winter.	Doz.	100
planum	\$1.50	\$10.00
*EUPATORIUM coelestinum. Simply covered with blue Ageratum-like flowers in August and September. 2 feet. Fine for cutting	1.75	12.00
*EUPHORBIA corollata (Flowering Spurge). A branchy low-growing plant with fine stems and foliage, literally covered from June to August with loose umbels of pretty white flowers. Good for cutting in long sprays; and one of the most charming mist-flowers to mix with bouquets of larkspur, gladioli or any other large flowers	1.75	12.00

VARIEGATED LEAVED FUNKIAS

FUNKIA undulata variegata (Day Lily). Graceful green leaves having fluted white edge. Florists now cultivate these largely in the greenhouse as a pot plant since their beautiful decorative effect makes them particularly desirable for combining with blooming and other plants in the making up of show baskets, boxes, etc. at Easter time. Field plants are potted up in February and in a few weeks' time they develop into most attractive and showy pot plants. Funkias are perfectly hardy and when planted outside increase very rapidly. The roots are usually lifted before severe frost and heeled into cold frames until proper time for potting. Try out this valuable plant on our recommendation—you will, we believe, find it a real "profit provider" \$1.75 \$12.00

lanceolata. Valuable for its late flowering lilac flowers. 2 feet. Blooms in September... 2.00 14.00

*GAILLARDIA grandiflora (Blanket Flower). This is considered one of the most beautiful and desirable plants in cultivation, beginning to bloom in June they continue one mass the entire season. Base of petals are scarlet crimson, bordered golden yellow. A most beautiful combination; useful in assorted bouquets; valuable for table decoration 1.50 10.00

GEUM Mrs. Bradshaw. Fine double scarlet flowers throughout Summer and Fall. 15 inches.. 2.00 14.00

coccineum. Compact growing plant bearing brilliant scarlet flowers on branching stems. 1 1/4 feet. May-September 2.00 | 14.00 || *GYPSOPHILA paniculata (Baby's Breath). A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light feathery panicles, delicate foliage, fine for cutting, excellent for border or large rock gardens. July and August | 1.50 | 10.00 |
| Strong two-year-old roots | 2.00 | 14.00 |

Mr. Barnes says of "Baby's Breath." "Besides using this fresh in large quantity, we use about 200 bunches dried. Take a dried bunch, wrap it loosely in a moist, wet sack, and in a few hours it looks and can be used like the fresh."

DO PERENNIALS PAY?

Numerous of our customers tell us that they often make more out of their Perennial Flowers than from many an indoor crop.

HARDY PERENNIALS—Continued



Hibiscus, Mallow Marvels.
Produces flowers as large as an average saucer. A great "show plant" for the garden.

HELENIUM autumnale superbum. A desirable border plant succeeding in any soil in a sunny location with broad spreading heads of golden yellow flowers during the late Summer and Fall months. 5 feet	Doz.	100
Riverton Gem. Old gold, changing to wall-flowered. August and September. 4 feet	\$2.00	\$14.00
HELIOPSIS scabra excelsa. A new double flowering form growing about 30 inches tall and freely bearing double golden yellow flowers, closely resembling a Zinnia, July and August. Fine for cutting	2.00	14.00
*HELIANTHUS multiflorus fl. pl. (Perennial Sunflower). As a cut flower for decorative work they are unexcelled; rich golden, double flowers produced in great abundance	1.75	12.00
HEMEROCALLIS Thunbergi. Very effective in clumps and masses. Numerous panicles of yellow lily-like flowers protruding high above the grass-like foliage. July and August	2.00	15.00
*HOLLYHOCKS. Mr. Barnes states: "Many is the wreath I have made and seen of double Hollyhocks with a garland of some loose flowers." Double pink, double red, double white, double yellow	1.50	10.00
*IRIS germanica, Alcazar. S. light mauve; F. rich crimson with lighter veins. A very handsome Iris of good growth, producing tall, strong, widely branched flower stalks. The flowers are large and of good texture	2.75	20.00
Candelabre. Deep blue flecked with white	1.50	10.00
Dorothea. Milk white shaded blue	1.50	10.00
Jeanne d'Arc. Flowers large, petals broad. F. pure white, bordered lilac. 3 feet	1.50	10.00
King of Iris. S. lemon yellow; F. rich crimson bordered with gold; a very desirable variety. 2.00	14.00	
sibirica. The flowers resembling the Spanish and English Iris. These make a bright show in the garden and are excellent for cutting. They can be cut when in bud and will fully develop in water, blooming from latter part of May until end of June, purplish blue flowers. 3 feet	1.50	10.00

HIBISCUS - Mallow Marvels

Improved new hardy giant-flowering Marshmallows, the most free-blooming of all perennials; rich, gorgeous and hardy as an oak.

A wonderfully improved form of our greatly admired native Marshmallow or Rosemallow, in which not only the colors have been greatly intensified, but in which flowers of enormous size, frequently 10 to 12 inches in diameter, have been developed. These plants can be highly recommended for all kinds of plantings. They appear to be equally at home in all positions, having the same vigor in dry and wet ground and are perfectly hardy. They grow from 5 to 8 feet high, and are very floriferous, blooming from early in July until late in September. Not desirable for cut flowers but as a show plant in the garden it is not excelled. Sell these to your customers for their garden plantings and you will make friends for life. Doz., \$1.50; 100, \$10.00; per 1000, \$75.00.

*LATHYRUS (Hardy Everlasting Pea). One of the best and most desirable flowering hardy climbing plants, attractive both in flowers and foliage, growing to a height of 8 to 10 feet, and producing clusters of large flowers the entire Summer; fine for cutting; last well. Doz. 100		
latifolius. Deep rosy red.	\$1.75	\$12.00
alba. Pure white	1.75	12.00
rosea. Pink	1.75	12.00
LILIUM canadense (Canadian Lily). Grows from 2 to 4 feet high and bears on slender stems terminal clusters of drooping flowers, orange, spotted with brown	1.50	10.00
superbum (Swamp Lily). Graceful stems. 5 to 6 feet, terminating in a pyramid of bright orange-crimson flowers	1.75	12.00

LAVANDULA vera. The true Sweet Lavender. Fragrant blue flowers in June and July. When cut and dried they retain their delightful fragrance	Doz.	100
LYCHNIS chalcidonica. Heads of bright scarlet flowers, the four petals of each flower forming a cross. 2 feet	\$2.00	\$14.00
viscaria splendens fl. pl. Spikes of handsome, double red flowers on stems one foot high, blooms in June	1.50	10.00
MONARDA, Cambridge Scarlet (Bergamot). Brilliant crimson-scarlet, showy plants growing from 2 to 3 feet high, succeeding in any soil or position, with aromatic foliage and producing their bright flowers during July and August	1.75	12.00
PACHYSANDRA terminalis. One of the best ground covering plants, averaging 6 to 8 inches in height and branching freely into a dense mat. Its shapely indented foliage is practically evergreen; thick, rubbery, lustrous dark green. It bears small spikes of light colored flowers during May and June	1.50	10.00
PENTSTEMON barbatus Torreyi (Beard Tongue). Slender spikes of bright scarlet flowers. 4 feet. June-August	1.75	12.00
PHYSALIS Francheti (Chinese Lantern). Brilliant scarlet fruit. Should be dried. Excellent for Fall decorative work.	1.20	8.00
*PHYSOSTEGIA virginica (American Heather). Lavender pink	1.50	10.00
alba. Pure white, very fine	1.50	10.00
*PLATYCODON grandiflorum (Chinese Bellflower). June to September. Blue	1.00	10.00
alba. White bellflower	1.50	10.00
*PYRETHRUM hybridum (Painted Daisies). Red, white and pink mixed, blooms in June and July, a most beautiful hardy plant	1.75	12.00

PHLOX - Strong Field Grown

Miss Lingard. The earliest Phlox to bloom and one of the most desirable for cut flowers; snow white, leathery dark green foliage.	\$2.00	\$15.00
Baur's Pink	2.00	14.00
Eclair. Bright rosy magenta	2.00	14.00
Peach Blossoms. Delicate peach blossom pink; dwarf	2.00	14.00

Desirable Perennial Blooms For Decoration Day Sales.

FOR INSTANCE:—**AQUILEGIA** (Columbine), **LARKSPUR**, **DIANTHUS Barbatus** and **Plumarius**, **COREOPSIS**, **PYRETHRUM**, **CARNATION**, ETC.

HARDY PERENNIALS—Continued

PHLOX—Continued

Professor Virchow (Medium). Bright carmine, Doz.	100	
overlaid with orange-scarlet	\$2.35	\$18.00
Mrs. Jenkins (Tall). The best tall early white for massing	1.50	10.00
Rheinlander (Medium). Beautiful striking salmon-pink with individual flowers and trusses of very large size	2.00	14.00
Subulata (Moss Pink). The moss-like foliage covers the ground like a carpet; covered in April and May with a blanket of white or pink flowers.		
alba. Pure white	1.50	10.00
rosea. Bright pink	1.50	10.00
Amoena. 4 inches high, bright pink	1.50	10.00
RUDBECKIA (Golden Glow). We question if any one hardy perennial plant has ever met with greater popularity than this. It is a strong, robust grower, attaining a height of 5 to 6 feet and produces masses of double golden yellow cactus-dahlia-like flowers from July to September	1.50	10.00
Newmanni (Black Eyed Susan). Dark orange-yellow flowers, with deep purple cone, borne on stiff wiry stems, 3 feet high. July to September	1.50	10.00
purpurea (Giant Purple Coneflower). Flowers about 4 inches, of a peculiar reddish purple with a remarkably large cone-shaped center of brown; 3 feet high. July to October	1.75	12.00
SALVIA azurea grandiflora (Meadow Sage). A Rocky Mountain species growing 3 to 4 feet high, producing during August and September pretty sky-blue flowers in the greatest profusion	1.50	10.00
SEDUM. Has thick glaucous foliage; drought resisting and suitable for rockery or border.		
Acre. Flowers bright yellow; very dwarf. 3 inches. May to July	Doz. 100	
Aizoon. Flat heads of yellow flowers; long narrow leaves. 12 inches	\$1.75	\$12.00
glaucum. White flowers with attractive bluish green foliage	1.75	12.00
Stahli. Compact growth, with crimson Autumn foliage	1.75	12.00
spurium coccineum. Flowers rosy crimson. 6 inches. July and August	1.75	12.00
*spectabile. Erect growing mass of rose colored flower heads 18 inches high. August and September	1.75	12.00
*spectabile Brilliant. Bright red form of the above	2.25	16.00
sieboldi. Round, succulent, glaucous foliage; bright pink flowers in August and September. 2.75		20.00
SIDALCEA. Erect-growing, more or less branching plants, producing their showy flowers during June and July. They will succeed in any garden soil in a sunny position.		
Rosy Gem. Pretty, bright rose colored flowers. Doz.	100	
2 to 3 feet	\$1.75	\$12.00
SPIREA filipendula. Fern-like foliage with white flowers on stems 15 inches high. June and July	2.25	16.00
ulmaria flora plena (Meadow Sweet). One of the most useful hardy plants, grows about 3 feet high, and produces its double white flowers during June and July	2.25	16.00
*STATICE latifolia (Great Sea Lavender). Grows 15 to 18 inches high with tufts or clumps of thick, leathery foliage and immense panicles of delicate blue flowers. Individual flowers very minute, similar in form to the Forget-me-not, but made into heads 18 inches or more across. Fine to dry and use through the Winter with fresh blooms or strawflowers	1.90	14.00
*STOKESIA cyanea (Cornflower Aster). Large blue flowers. 4 inches in diameter. July-October. 1½ feet. Excellent to use with other flowers	1.75	12.00
TRITOMA Pfitzeri. So-called Red-Hot-Poker. This hardy plant is coming into great favor as a cut flower. Multiplies rapidly. North of Washington, D. C., Tritomas should be lifted in the Fall and placed in cold frames until the following Spring. The strong roots which we supply ordinarily bloom freely first season. Price, 25 roots, \$4.50; 50 roots, \$8.50; 100 roots, \$16.00; 250 to 1,000, \$15.00 per 100 roots.		



Phlox, Miss Lingard.

Fritz Bahr, the well-known florist and horticultural writer states in his book, "Commercial Floriculture" as follows: "If I had to name the one best Phlox for the florist, here it is. Every retail grower should have a few hundred plants to cut from. By rooting several lots of cuttings during the Winter, from plants grown on a Carnation bench, you can cut flowers from the middle of June until snow flies."

	Doz.	100
*VERONICA longifolia subsessilis (Speedwell). A 2 foot border plant with attractive foliage of distinct character, a roughened bronze green. Flowers are borne abundantly during July and August in long compact spikes. Deep blue...	\$1.90	\$14.00
incana. Deep blue flowers with silvery foliage. 1 foot. July-August	1.75	12.00
VIOLETS. Gov. Herrick	1.75	12.00
Prince of Wales	1.75	12.00
VIOLAS, or Tufted Pansies. The improved forms of Viola cornuta are rapidly growing in favor. They flower continuously for nearly eight months in the year; and while their flowers are not so large as those of the Pansy, their bright colors and floriferousness make them welcome additions to any garden.	Doz. 100	
Admiration. Light blue	\$1.50	\$10.00
Mauve Queen. Rosy purple	1.50	10.00
Blue Perfection. Deep purplish blue	1.50	10.00
White Perfection. An excellent white	1.50	10.00
G. Wermig. A variety of tufted Pansy forming clumps which are covered with rich violet blue flowers all Summer	1.50	10.00
VINCA (Periwinkle or Trailing Myrtle).		
minor. Strong plants	1.50	10.00

A PERMANENT INVESTMENT

After you have planted Perennials and are picking valuable flowers all during Spring and Summer for your bouquet, general designing and funeral work, you will wonder why you had overlooked Perennials before. They increase in value from year to year, requiring only to be cultivated and the clumps divided and replanted occasionally.

"A LITTLE BOOK OF PERENNIALS"

By Alfred C. Hottes

Department of Horticulture, Ohio State University.

You will need this 170-page book, devoted exclusively to Hardy Perennials, should you intend to engage in this line to any extent. Mailed, postpaid, for \$1.50.

Miscellaneous Spring Bulbs

TUBEROSES

We are amongst the largest handlers of these important Florists' Bulbs, and take special pains to have our stock kept healthy and true, and to reach us from our growers in perfect condition. Our strain of "Pearl" is the true large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

	Per 100	Per 1000
Double Pearl. 3 to 4 inch	\$2.00	\$16.00
Double Pearl. 4 to 6 inch, extra large	2.75	22.50
Single (Albino)	3.00	25.00

CALADIUM ESCULENTUM

(ELEPHANT'S EAR)

Much used for bordering Canna beds or subtropical plantings. Plants of these always find a ready sale.

	Per 100	Per 1000
5 to 7 inch circumference	\$3.50	\$30.00
7 to 9 inch circumference	5.50	50.00
9 to 11 inch circumference	10.00
11 to 12 inch circumference	13.50
12 inch circumference	17.50

FANCY LEAVED CALADIUMS

There are no finer colored foliage plants for Summer use; splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line.

Assorted Colors	Per 100	\$20.00
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TUBEROUS ROOTED BEGONIAS

FOR POT PLANTS AND BEDDING Per 100

Tuberous Rooted. Single scarlet, pink, crimson, yellow, salmon, white	\$15.00
Tuberous Rooted. Double crimson, scarlet, yellow, salmon, white, pink	20.00

GLOXINIAS

Exceptional for Pot Plants. Separate colors	Per 100	\$22.00
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Single and Double-Flowered Tuberous Rooted Begonias, Excellent for Pot Plants and Bedding.



Lily-of-the-Valley.

LILY-OF-THE-VALLEY PIPS

A. B. C. "SUPREME" QUALITY

Our stock of these is imported direct by us from the foremost Lily-of-the-Valley grower in Germany, and is of unsurpassed quality. We can supply these in cases of 100-250, 500-1000 and 2500 pips from cold storage, Chicago and New York.

Per 100 Pips	\$ 5.00
Per 250 Pips	10.00
Per 500 Pips	18.50
Per 1,000 Pips	35.00
Per 2,500 Pips	75.00

Write for latest market quotations on quantity.

CALLA ELLIOTTIANA

The glorious flowering plant for Easter. Color golden yellow. So cheerful and refreshing. Foliage "spotted" white. "Plant sells itself." A florist's window decoration of Yellow Callas always creates a sensation.

Per 100	
1½ to 2 inch diameter and up	\$15.00
2 to 2½ inch diameter and up	18.00
2½ inch and upward diameter	20.00

CINNAMON VINES

	Per 100	Per 1000
Fine for counter trade	\$4.00	\$35.00

ISMENE CALATHINA - Peruvian Daffodil

A splendid Summer-flowering bulb; pure white, amaryllis-like, very fragrant flowers; a profuse bloomer. Provides excellent cut flowers. Plant in June. Can be taken up in Fall and after a short period of rest can be potted for Winter bloom indoors. Mammoth bulbs, per doz., \$1.75; per 100, \$12.00.

In order to obtain the advantage of special low prices quoted on these pages, place your order now and we will make shipment at any time up to March 15th., 1925. Our storage facilities are of the best.

MADEIRA OR MEXICAN VINE

	Per 100	Per 1000
Extra Strong Tubers	\$3.00	\$22.00

IMPORTANT

Note. We supply 25 of any of the above listed items at 100 rate. A. B. C.

True to
Name

LARGE
FLOWERING

CANNAS



Canna The President.

The "Last Word" in Red-Flowering Green-Leaved
Cannas

5 Grand Cannas
That Stand Out Above All Others

The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. It is an offspring of the famous Firebird. The President leads the red varieties in the quality and also the quantity of its bloom. The flowers are 7 inches across; the individual petals are firm and long standing, and do not burn, and the trusses stand up stiff on strong stems. The foliage is rich green and burn-proof in the hottest weather. Per 100 \$5.00 Per 1000 \$42.50

King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. It is a cross between the orchid-flowering and the French, or Crozy type, combining the large flowers of the one with the free-blooming character of the other, with handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. Per 100 4.50 Per 1000 37.50

Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Has the same habit of growth as its parent; foliage a very dark green, with flowers measuring 5 to 7 inches across; individual petals measuring 3 to 3½ inches in diameter. Flower a deep rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. Per 100 5.00 Per 1000 40.00

Mrs. Alfred Conard. One of the very best Cannas in commerce today. The large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet. (See above opposite) Per 100 5.00 Per 1000 45.00

Apricot. 4 feet. The color is a buff-yellow base overspread with salmon-pink, making a mass effect of rich apricot. The chief characteristic of this flower is its marvelous durability, for it stands heavy rain and hot sun better than any other Canna we know. We recommend it highly. Per 100 \$6.00 Per 1000 \$50.00

Strong 2 to 3 Eye Dormant Roots

With their delightful tropical foliage, and brilliant flower spikes produced all Summer long, Cannas are probably the greatest of all plants for the grounds of public parks, cemeteries, hospitals, etc., where massed effect is required, and to a lesser degree for the adornment, with other plants, for the beds and borders of private residences. Florists who cater to such a class of trade should have a good supply of started plants ready when the planting season commences. Our Cannas are grown by one of the most reliable southern growers, carefully harvested and divided with from two to three growing eyes.

This list comprises all the leading sorts wanted by the trade, healthy and true to name.

CANNAS LARGE FLOWERING A. B. C. "Supreme Quality"

Red Shades, Green Foliage	Per 100	Per 1000
Alphonse Bouvier. 5 feet. Rich variety red.....	\$3.00	\$25.00
Beaute Poitevine. 3½ feet. Deep crimson.....	3.00	25.00
Crimson Bedder. 3½ feet. Intense crimson.....	3.00	25.00
Chas. Henderson. 4 feet. Brilliant crimson, flame yellow throat	3.00	25.00
Louisiana. 6 feet. Vivid red	3.00	25.00
Pennsylvania. 6 feet. Scarlet, overlaid orange...	3.00	25.00
Express. 2½ feet. Dwarf crimson	3.00	25.00
The President. 4 feet. Flaming scarlet. The best red	5.00	42.50
Wintzer's Colossal. Vivid scarlet	3.50	30.00

Variegated Flowers, Green Foliage

Variegated Flowers, Green Foliage	Per 100	Per 1000
Kate Gray. 5 feet. Orange carmine, dotted yellow throat	\$3.00	\$25.00
Italia. 6 feet. Scarlet, edged yellow	3.00	25.00
Mme. Crozy. 3 feet. Scarlet, bordered yellow...	3.00	25.00
Apricot. Buff-yellow and salmon-pink	6.00	50.00
Queen Charlotte. 3 feet. The center of the petal is a brilliant crimson-scarlet, shaded with crimson and bordered with a wide belt of gold. Foliage green	3.00	25.00

Variegated Flowers, Bronze Foliage

Variegated Flowers, Bronze Foliage	Per 100	Per 1000
Wm. Saunders. Brilliant scarlet; bronze foliage..	\$3.00	\$25.00
Brandywine. 3½ feet. Wine red	3.00	25.00
King Humbert. Scarlet, the great favorite	4.50	37.50
Shenandoah. 4 feet. Salmon-pink	3.00	25.00
Mrs. Woodrow Wilson. 4 feet. Soft carmine pink; flowers large	5.00	40.00
Wyoming. Beautiful orange	3.00	25.00

Pink Shades, Green Foliage

Pink Shades, Green Foliage	Per 100	Per 1000
Mme. Berat. 4 feet. Rose-pink	\$3.00	\$25.00
Hungaria. 3½ feet. La France pink	6.00	50.00
Mrs. Alfred Conard. Salmon-pink	5.00	45.00
Venus. Rosy pink, bordered creamy yellow	3.00	25.00

Yellow Shades, Green Foliage

Yellow Shades, Green Foliage	Per 100	Per 1000
Florence Vaughan. 5 feet. Yellow, spotted crimson	\$3.00	\$25.00
Gladiator. 4½ feet. Golden yellow, dotted crimson	3.00	25.00
Gustave Gumpfer. Yellow	3.00	25.00
Indiana. Rich golden orange	3.00	25.00
Richard Wallace. Canary-yellow	3.00	25.00
Yellow King Humbert. 4 feet. Deep rich yellow, spotted bright red	5.00	40.00

White Shades, Green Foliage

White Shades, Green Foliage	Per 100	Per 1000
Eureka. 4 feet. The best white	5.00	40.00
Imp. Mont Blanc. 3½ feet. One of the best white Cannas.	4.00	35.00

Especially Recommended For Cut-Flowers, Equally Desirable For Garden Show

There may be other flowers with as gorgeous colorings, with as delicate tints and shadings, with as great a diversity of form and habit, but where can be found another possessing all these valuable traits that will grow in every clime and under such varied conditions as the Dahlia? We furnish strong divided tubers of the better varieties. Such as are contained in this list are in a class by themselves in the way of furnishing desirable cut-flower material for the late Summer and Fall season. 25 roots of a variety at 100 rate; orders for less than one dozen roots of a variety will be invoiced at price quoted per each.

The Dahlias offered on these pages have been produced by a specialist whose foremost thought has always been "quality," and having made a lifetime study of the Dahlia from a cut flower standpoint, his opinion in this connection is, we believe, worthy of high consideration.

	Each	Doz.	100
A. D. Livoni. Show. Soft pink, very free bloomer	\$0.18	\$1.80	\$12.00
Admiral Dott. Pompon. Pink, lavender tinge12	1.20	9.60
Angus Megar. Show. Lavender-pink24	2.40	18.00
Arabella. Show. Pale lemon shading to primrose at tips with whole being daintily overlaid with pink12	1.20	9.60
Arden. Collarette. Rich and effective deep golden yellow, blotched vivid orange-crimson, color pure yellow18	1.50	12.00
Autumn Prince. Cactus. Reddish apricot, golden suffusion60	6.00	42.00
Azalea. Decorative. Soft creamy yellow, outer petals tinted pink60	6.00	42.00
Ballet Girl. Cactus. Orange and white variegated90	9.00	60.00
Baron Schroeder. Decorative. Rich glowing purple18	1.50	9.60
Caleb Powers. Show. Shell-pink18	1.80	12.00
Challenge. Pompon. White and maroon....	.12	1.20	9.60
Chicago. Peony. Purple, outer petals ringed yellow18	1.80	12.00
Clara Bell. Decorative. This is a rich rosy purple18	1.50	9.60
C. W. Bruton. Decorative. Canary-yellow18	1.50	9.60
Darlene. Decorative. Claimed to be florists' most promising Dahlia and we can vouch for this. Beautiful shade of shell-pink with blending of white at center60	6.00	42.00
Delice. Decorative. Bright pink suffused lavender24	2.40	18.00
D. M. Moore. Colossal. Deep Victoria lake.	.30	3.00	24.00
Diemont Von Bystein. Peony. Bright lilac changing to light blue18	1.80	14.40
Dorothy Peacock. Show. Pink shading lighter pink towards center24	2.40	18.00
Dr. Kuyper. Peony. Color rich orange, a strong grower18	1.80	12.00
Dr. Tevis. Decorative.. Salmon-rose, old gold and apricot60	6.00	42.00
Dr. Tyrrell. Decorative. Golden bronze.....	.18	1.80	12.00



Dahlia, Peony-Flowered.

	Each	Doz.	100
Edna Browning. Show. Beautiful light pink, shaded nearly white at base. Tips of petals serrated and lighter shade. During blooming season we are seldom without a call for this variety as it adapts itself for funeral sprays, wreaths, etc. The bloom is not extra large, but just right for the retail trade. A wreath solid of this variety with pink roses and delphinium to one side recently received much favorable comment at our own store	\$0.18	\$1.80	\$12.00
Eventide. Decorative. White tipped blush...	.12	1.20	9.60
Frank Walker. Decorative. Lavender-pink ..	.18	1.80	12.00
Fairy Queen. Pompon. Sulphur-yellow edged pink12	1.20	9.60
Golden Glow. Decorative. Apricot, shading to amber90	9.00	60.00
Jack Rose. Decorative. Brilliant crimson....	.12	1.20	7.20
Jean Kerr. Decorative. White60	6.00	42.00
John Churchill. Peony. Reddish salmon-pink	.60	6.00	42.00
John Green. Peony. Yellow and scarlet, an early and heavy bloomer, long stems.....	.12	1.20	9.60
Josephine. Century. White12	1.20	7.20
King of Autumn. Decorative. Autumn shade	.60	6.00	42.00
Kitty Dunlap. Decorative. American Beauty shade	1.80	18.00	120.00
Klein Gretchen. Pompon. White shaded crimson12	1.20	9.60
Kriemhilde. Cactus. Delicate pink, shading to white in center18	1.80	14.40
Latona. Peony. Orange, buff-yellow42	4.20	30.00
Madeline. Pompon. Pale primrose, edged with rose, purple12	1.20	9.60

Selected DAHLIAS—Continued

ORDER EARLY. We suggest placing orders for Dahlias as soon after receipt of this catalog as possible since some of the "better" varieties are as yet only obtainable in nominal quantity. We will forward same as desired any time up to April 1st, 1925.

	Each	Doz.	100
Madonna. Peony. White, tinted lavender-pink	\$0.18	\$1.80	\$12.00
Manitou. Decorative. Amber-bronze, shaded pink18	1.80	14.40
Mandaiana. Decorative. Red60	6.00	42.00
Marguerite Bouchon. Cactus. Rose-pink with white center18	1.80	12.00
Maud Adams. Show. Color pure snowy white overlaid delicate pink. This indeed is a wonderful variety and one that no retail florist can do without. From a retail standpoint Maud Adams has first consideration. It positively is a real money maker on account of its pleasing color and blooming qualities24	2.20	18.00
Millie Rogers. Decorative. Old gold to amber60	6.00	42.00
Millionaire. Decorative. This is a mammoth decorative Dahlia, dainty lavender, with pink sheen	1.20	10.80	72.00
Mina Burgle. Decorative. Scarlet24	2.40	14.40
Minnie McCullough. Decorative. Golden yellow, tipped bronze18	1.50	9.60
Mrs. John Bowman. Colossal. The color is an exquisite shade of deep golden yellow with the reverse of the petals slightly tinged magenta42	4.20	24.00
Mrs. Brandt. Cactus. Beautiful salmon-buff, blending to golden yellow at center18	1.80	12.00
Mrs. C. L. Seybold. Peony. Crimson, tipped and striped white24	2.40	18.00
Mrs. R. R. Strange. Decorative. Autumn shade60	6.00	42.00
Mrs. Warnaar. Cactus. Cream-white, overlaid pink60	6.00	42.00
Mrs. Edna Spencer. Cactus. Lavender-pink, suffused white60	6.00	42.00
Oregon Beauty. Decorative. Scarlet18	1.80	14.40
Osprey. Cactus. Golden yellow, splashed scarlet18	1.50	9.60
Perle De Lyon. Hybrid Cactus. Pure white, fringed petals, very pretty18	1.80	12.00
Princess Juliana. Decorative. White18	1.80	14.40
Princess Victoria. Show. Good yellow18	1.50	9.60
Pink Abundance. Cactus. Mallow pink, white shadings90	9.00	60.00
Queen Mary. Decorative. Soft pink24	1.80	12.00
Rev. Dr. Baker. Cactus. The color is a novel shade of plum12	1.20	9.60
Rose Pink Century. Century. The largest and best pink12	1.20	7.20
San Mateo Star. Collarette. Cerise, petals edged white, white collar60	6.00	42.00
Souv. de Gustav Doazon. Decorative. Color a pleasing shade of orange-red. It is a vigorous grower, foliage heavy dark green18	1.80	14.40
Storm King. Show. Best white, free bloomer15	1.50	9.60
Sylvia. Decorative. White, edged pink, one of the most desirable for florists12	1.20	9.60



Dahlias, Various Types.

	Each	Doz.	100
Tansboro. Decorative. A seedling of Mrs. Chas. Seybold, color white suffused pink, heavily suffused and tipped crimson and maroon	\$0.18	\$1.50	\$ 9.60
Tillamook. Colossal blush, shaded to pink tips18	1.80	14.40
Velmary. Decorative. Primrose to gold center overlaid pink60	6.00	42.00
Vivian. Show. White, effectively edged rose-violet. Fine18	1.50	9.60
White Star. Century. White12	1.20	9.60
Wodan. Cactus. Color old gold shading to salmon-rose24	2.40	18.00
W. B. Childs. Hybrid. Cactus. Black-maroon, purple shading18	1.80	12.00
Wm. Gude. Decorative. Good pure white18	1.50	9.60
Wm. H. Slocombe. Decorative. Yellow Martinus, yellow center	1.20	12.00	90.00
W. W. Rawson. Show. White, overlaid mauve24	2.40	18.00
Zebra. Show. Pearl white, edged pink12	1.20	9.60
Zeppelin. Peony. Violet-mauve, silvery suffusion18	1.80	12.00

Dahlias Under Color

	Doz.	100
Various red shades	\$1.25	\$7.20
Various yellow shades	1.50	9.60
White	1.50	9.60
Variegated	1.50	9.60
Mixed Dahlias, \$66.00 per 1000	1.20	7.20
Maroon and dark shades	1.25	7.20
Purple shades	1.25	7.20
Pink shades	1.50	9.60

Gladioli

FOR GROWING UNDER GLASS. EQUALLY DESIRABLE
FOR OUTDOOR CULTURE. GROWN AND CURED UNDER
LATEST SCIENTIFIC METHODS

Gladioli for Forcing

We have devoted considerable time and money in connection with numerous experiments to ascertain the best commercial varieties of Gladioli for culture in greenhouses, and the enormous demand which we now enjoy in this department can, we believe, be attributed to the fact that we recommend only varieties that have "made good" for said purpose and the further fact that we supply for such forcing only bulbs which have been grown specially for bulb production, and not for cut flowers. The flowers of all of our Gladioli cultivated for greenhouse planting are topped after the variety has been proven. This enables all of the strength to go back into the new bulb.

CURING

Curing Gladioli is one of the most important items in the handling of the bulbs. We have the proper facilities, adapted from the method now used in Holland in preparing Hyacinths, and which enables us to make early delivery for planting under glass.

The varieties which have proven to be the greatest success from a cut flower standpoint are listed on this and the opposite page.

Mrs. E. J. Shaylor See Illustration Opposite

A beautiful deep rose-pink; slightly ruffled; has created the greatest sensation during the past years, wherever shown. Was awarded certificate of merit by the Royal Horticultural Society of England, Aug. 10, 1920; last year's price, \$12.00 per 100. One of the very best forcers; brought the highest price of any variety in the Chicago market last season; in a class by itself. 1½ in. up, per 100, \$4.50, per 1000, \$40.00; 1¼-1½ in., per 100, \$1.00, per 1000, \$35.00.



Gladiolus Mrs. E. J. Shaylor.

We believe this grand variety represents the choicest cut flower Gladiolus in the world today. A. B. C. (See opposite).

"Out of Luck"

The Florists' Review, August 21 issue, says editorially: "It begins to look as if the grower who has clung to the older varieties of Gladioli is out of luck. If the action of the cut flower market is an indication, only the newer and better varieties will be in demand for next planting season."

"A Word to the Wise"

	1½ In. Up Per 100	1 In. Per 1000	1¼-1½ Inch Per 100	1½ Inch Per 1000	1-1¼ Inch Per 100	1 Inch Per 1000
AMERICA. A larger number is forced for Winter flowers than any other variety. Color, soft lavender-pink. More flowers are open at one time on the symmetrical spike of this Gladiolus than any other we know of. The standard commercial pink	\$1.20	\$14.00	\$1.70	\$12.00	\$1.25	\$ 8.00
HALLEY. A most attractive early blooming sort, with large well-opened flowers of delicate salmon-pink; flowers well placed on long, graceful spikes; a most beautiful variety. Early, good forcer.	2.70	22.00	2.10	16.00
MRS. FRANCIS KING. Could we grow but a few varieties, Mrs. Francis King would be one of them; a beautiful "Besnard shade" of flame-pink; flowers of giant size on a spike growing four feet high, with from eighteen to twenty flowers, six to eight open at one time; beautiful under artificial light; a magnificent variety	2.70	22.00	2.40	19.00
MRS. FRANK PENDLETON. The sensational beauty, winner of awards and prizes everywhere; the petals show beautiful bright rose-pink on a pure white ground, contrasting in a most striking way with the deep rich velvety blood-red blotch on the lower petals; as showy as an orchid; the most perfect and delicate coloring is produced when spikes are cut and carried indoors as soon as the first blossoms open; no grander variety in existence	2.70	20.00	2.30	16.00
CHICAGO WHITE. A fine white variety with lavender stripes on lower petals. From seven to eight flowers open at one time. Good forcer, one of the best whites.	2.75	22.50	2.30	18.00
LE MARECHAL FOCH. Beautiful shade of light pink; flowers twice as large as America; one of the earliest; blooms the same time as Halley and Wilbrink; a Holland production	3.25	27.50	3.00	25.00
ARIZONA. Rose-pink; dark crimson blotch; grows erect, flowers beautifully placed. Early, good forcer, admired equally as much as Pendleton	3.50	30.00	3.00	25.00	2.50	20.00
WILBRINK. A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals.	3.50	30.00	3.00	25.00
HELEN FRANKLIN. Pure white with violet stripes on lower petals; slightly ruffled; a great favorite in New England; admired wherever exhibited; good forcer	3.75	32.50	3.50	30.00
FLORA. Beautiful golden yellow; large flowers. A very strong grower. We consider this wonderful variety much superior to Schwaben	4.00	35.00	3.50	30.00
PRINCE OF WALES. Delicate salmon-pink; very large flowers; award of merit and first class certificate at Haarlem and London; good forcer; very popular	4.00	35.00	3.00	30.00
HERADA. Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower.	4.00	35.00	3.50	30.00

NOTE: While Varieties Listed on This and Following Page Are Especially Recom-

THE VARIETIES OF GLADIOLI LISTED ON THESE PAGES ARE THE "PAR-EXCELLENCE" OF CUT FLOWER KINDS FOR FORCING OR OPEN GROUND

Gladioli

ABC
SUPREME QUALITY
ABC

Gladioli for Forcing

Gladioli used for outdoor culture do not require the same attention as bulbs produced for indoor forcing. The flowers may be cut and the bulbs will largely retain their vigor and bloom again the next season out of doors. If bulbs are used from which flowers have been cut, they will not flower as freely indoors as those which have been specially cultivated as indicated above.

	1½ In. Up Per 100	Per 1000	1¼-1½ Inch Per 100	Per 1000	1-1¼ Inch Per 100	Per 1000
1910 ROSE. Extra large flower; pure rose-pink; exceptionally fine; early, good forcer	\$4.50	\$40.00	\$4.00	\$35.00
MAIDEN'S BLUSH (Hybrid). Exquisite blush-pink; flowers finely formed on long straight stems; free flowering; about 50 per cent produce two flowers	4.50	40.00	4.00	35.00
DR. NORTON. The finest cream and pink; the sensation amongst the newer Gladioli shown at the American Gladiolus Society's show, and awarded the highest honors; a variety that is really in a class by itself; exceptionally fine for cut flowers	4.50	40.00	4.00	35.00
L'IMMACULEE. Pure white, long spike of many flowers open at one time, very early; one of the best of the white varieties	4.50	40.00	4.00	35.00
ODIN. A sport of Prince of Wales; salmon color with dark blotches; early, good forcer	4.50	40.00	4.00	35.00
SALMON BEAUTY (Hybrid). One of Kunderd's best introductions; deep salmon. Salmon Beauty was awarded the first-class certificate of merit by the Massachusetts Horticultural Society, in the summer of 1919. Early, good forcer.	4.35	38.50	4.00	35.00



Gladiolus "Maiden's Blush" "Peaches and Cream." You Surely Must Have This One.

Extract from the writings of Fritz Bahr, author of "Commercial Floriculture" and for the past 40 years a practical grower.

GLADIOLI—Can You make them Pay?

In spite of all that has been said and written about Gladioli, the many years they have been with us and the many beautiful new sorts which have been introduced during the past 20 years, but comparatively few florists make the money out of them they should. To make Gladioli pay one must handle desirable sorts to begin with, start planting from January on up to the time when everybody is filling gardens with them, and plant again for a late crop. A batch of bulbs planted now and followed up every three weeks or so will not only produce the finest spikes from May on but make it a most profitable crop which can be successfully handled in even the smallest greenhouse with 5 ft. of headroom above the benches, and if short on bench room just now you can carry the plants along in 4-in. pots for the next two months and plant out later. A Carnation house temperature does nicely—for extra early outdoor flowering bulbs can be started the same way in pots, say about the first of March, and planted in a frame later. Good sorts cost money, but they are the only ones for the florist to handle, and it pays to take care of them. You can't grow too many, but try to have them in flower at a time when the people who buy them haven't any of their own in the garden.



Large Flowering Gladiolus Mrs. Frank Pendleton

This exceptional variety has, we might say, placed Gladiolus "on the map" from a cut flower standpoint. (Note low price allowable because of plentiful supply). One of the "highlights" in forcing varieties as well as being exceptional for outdoor culture.

	1½ In. Up Per 100	Per 1000	1¼-1½ Inch Per 100	Per 1000	1-1¼ Inch Per 100	Per 1000
ROSE PEARL. A beautiful pink sport of Halley; superior to Wilbrink	4.50	40.00	4.00	35.00
ALICE TIPLADY (Hybrid). Rich orange; extra fine; a great favorite; about 50 per cent produce two flowers..	5.00	45.00	4.50	40.00
MYRA (Hybrid). Large flowering; deep salmon, yellow throated; early, good forcer	5.00	45.00	4.50	40.00
ANNA EBERIUS. A little different in color from anything on the market. Dark velvety plum rose, throat deeper shade	5.50	50.00	5.00	45.00
MYRTLE. The most beautiful pink yet introduced; clearest dainty ruffled rose-pink, softly dissolving into a throat of clear creamy white; early flowering; distinctive in form and color and of good size; Myrtle stands among the elite of "Wizard" Kunderd's many exquisite productions	5.50	50.00	5.00	45.00
SOUVENIR (Hybrid). Pure canary-yellow; very much admired; early, good forcer	5.50	50.00	5.00	45.00
EARLY SUNRISE. Large flowering Gladioli; salmon-red; a favorite for indoor forcing, in California, and much thought of in the Chicago market	6.00	55.00	5.50	50.00

mended for Forcing All of Them Are Equally Desirable for Outdoor Planting.

Gladioli

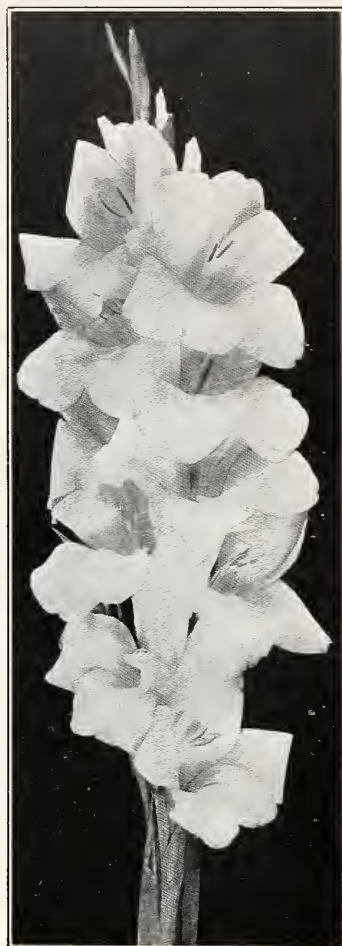
FOR FORCING AND OPEN GROUND

Produced on Our Own Farms in Illinois and Indiana
and Grown From "Virgin Stock" for Bulbs
Exclusively, not Cut Flowers.



Gladiolus Anna Eberius.

A little different in color from anything on the market. Dark velvety plum rose, throat deeper shade. Obtains great demand in Chicago wholesale market.



Gladiolus Le Marechal Foch.



Gladiolus Rose 1910.

	1 1/2 In. Up Per 100	1 1/4-1 1/2 Inch Per 1000	1 1/4-1 1/2 Inch Per 100	1 1/4-1 1/2 Inch Per 1000
BRENCHLEYENSIS. Bright red. Tall grower of a striking red color, a choice cut flower and ideal for landscape work	\$3.00	\$25.00	\$2.50	\$20.00
IDA VAN. Orange-red of brilliant tint; flowers large and wide open; six to eight out at one time; spike straight and strong; showy, attractive and beautiful	3.00	25.00	2.50	20.00
PANAMA. The companion to America, which has become very popular. A perfect Hermosa pink in color, with wide open, wax-like flowers; one of the best of the clear pinks; many awards	3.00	25.00	2.50	20.00
PEACE. Giant white flowers with lilac feathering in throat of two of the petals; flowers correctly placed on a tall, graceful spike	3.00	25.00	2.50	20.00
YELLOW BIRD. A very pleasing shade of yellow, penciled with dark wine color on lower petals.....	3.00	25.00	2.50	20.00
AUTUMN QUEEN. Color cream yellow, upper petals suffused with peach blossom pink; lower petals striped carmine-red; when planted late opens full and wide in Autumn	3.50	30.00	3.20	27.00
MRS. WATT. Glowing American Beauty shade of wine-red; self-color; well opened flower, nearly all flowers open at one time; spike very erect and not too stiff; very distinct variety; created a good deal of comment at recent exhibitions	3.50	30.00	3.00	25.00
MISS LUCILLE. A very soft, light shell pink of lavender shade; a most striking and beautiful color for florists' work, and an extra fine forcing variety, which adds to its value; medium in height with long stem of six to eight wide open flowers at one time; early	3.50	30.00	3.00	25.00
NIAGARA. A light crocus or primrose yellow, slightly tinted with rose-pink in throat; large open flowers on a strong spike; for color, texture and keeping qualities, this Gladiolus is one of the very best	3.50	30.00	3.00	25.00
SENTINEL. Tall, strong plant; large pure rose-pink with elegant white penciling....	3.50	30.00	3.00	25.00
SCHWABEN. The strongest growing and largest flowers of all Gladioli of yellow color; a clear citron yellow with aster-purple tongue on lower petals.....	3.50	30.00	3.00	25.00
BRIGHT RED. Brightest vermillion-red, self-color	3.50	30.00	3.00	25.00
LILY WHITE. An extremely fine novelty; early, pure white flower; rapid multiplier....	4.00	35.00	3.50	30.00
GENERAL JOFFRE. Large bright scarlet, very early	4.00	35.00	3.50	30.00
BEST VIOLET. Deep violet-mauve; distinct color.....	4.50	40.00	4.00	35.00
EVELYN KIRTLAND. Conceded to be the most beautiful, brilliant Gladiolus in existence. The color is a beautiful shade of rosy pink, shading to light pink toward the center, with brilliant blotches of scarlet on lower petals. The whole flower overlaid with a glistening luster that serves to harmonize the varied coloring..	4.50	40.00	4.00	35.00
GRETCHEN ZANG. The blooms are of pink, blending into scarlet on lower petals, a color much wanted	4.50	40.00	4.00	35.00
MARY FENNEL. One of the patricians of the garden; beautiful light lavender flowers on a tall, slender spike; lower petals primrose yellow with penciling of lavender; perfectly exquisite and distinct; especially recommended.....	4.50	40.00	4.00	35.00
MISS EDITH CAVELL. Pure white with small violet stripes; first class certificate Haarlem	4.50	40.00	4.00	35.00
ORANGE BRILLIANT (Hybrid). Beautiful orange; extra	4.50	40.00	4.00	35.00
SUNBEAM (Hybrid). Pure yellow, long spike of well formed kowers.....	4.50	40.00	4.00	35.00
WAR. Deep blood-red, shaded crimson-black; very tall and conspicuous; the best Gladiolus of this beautiful shade of red; try it	4.50	40.00	4.00	35.00
LOUISE. The showiest of all Gladioli; wherever shown, meets with favor; distinct in form; clear, pure lavender; a blotch of velvet red towards center; resembles the orchids grown by leading florists; this is one variety that differs from all others; big flower; free grower; this variety is in a class by itself	4.75	42.50	4.20	37.00
BARON J. HULOT. The best deep blue; deep violet-blue with many open flowers on tall spike	5.00	45.00	4.50	40.00

FOR FORCING AND OPEN GROUND

See inside back cover page for illustration of Gladiolus Maiden Blush "Peaches and Cream." You will want this one.



Gladiolus America.
"The old standby" for cut flowers.



Gladiolus Evelyn Kirtland.
Conceded to be the most beautiful, brilliant Gladiolus in existence. The color is a beautiful shade of rosy pink, shading to light pink toward the center, with brilliant blotches of scarlet on lower petals. The whole flower overlaid with a glistening luster that serves to harmonize the varied coloring.

	1½ Per 100	In. Up Per 1000	1¼-1½ Per 100	Inch Per 1000
MRS. O. W. HALLIDAY. Delicate pink, yellow throat, one of the best for florists	\$5.00	\$45.00	\$4.50	\$40.00
FAERIE (Kunderd). Major petals creamy pink splashed with a darker tone; lower petals lemon-yellow with fine lines of crimson and lipped with soft pink. Spike tall and straight. A fine variety...	5.00	45.00	4.50	40.00
SONIA (Hybrid). Beautiful, large bright red. Unusual shade	5.00	45.00	4.50	40.00
LENA GRAETZ. Very meritorious as a cut flower, almost pure white	5.50	50.00	5.00	45.00
PINK PERFECTION.	5.50	50.00	5.00	45.00
TOPAZ (Hybrid). Salmon pink. and buff; very elegant	5.50	50.00	5.00	45.00
ARLON (Hybrid). Very large wide petaled flower of light salmon. showy and conspicuous	5.50	50.00	5.00	45.00
FIREFLY (Hybrid). Extra bright richest deep scarlet. Pure rich self-color	5.50	50.00	5.00	45.00
JOE COLEMAN. Very large and vigorous rich red, one of the finest ruffled varieties.	4.50	40.00	4.00	35.00
GOV. HANLEY. Tall, showy. Early. Rich cardinal-red with deep throat; a first-class bedding and cut flower variety.	4.50	40.00	4.00	35.00
SCARLET PRINCEPS. Rich dark scarlet marked with white on lower petals	8.00
MRS. H. E. BOTHIN. Flesh salmon-pink, flame scarlet center. A large show flower. As a cutflower variety this is second to none and we predict that it will, before a long time, become as popular as that great favorite, Mrs. Frank Pendleton.	12.00
MRS. F. C. PETERS. The blooms of this new beauty are extra large, of a rich rosy lavender, with a patch of bright crimson on lower petals. More beautiful than Mrs. Frank Pendleton and declared by experts to be the "last word" in the newest introductions of Gladioli.Per doz. \$10.00..	75.00
BERKSHIRE. Color a delicate pink with deeper markings in flowers.
LOVELINESS. We consider this a most beautiful flower; color fused with apricot; fine spike with many open flowers
ELORA. A wonderful creamy white, American Beauty stripes....
PRIMUMELLA (Hybrid). A grand ruffled butterfly, orchid-like saffron color. Beautiful
STANDARD MIXED. This mixture is made up of good standard variety and should not be confused with the mixtures of cut flowers in many places. We can recommend this mixture for quantity of good flowers at a minimum price
LARGE FLOWERING HYBRIDS MIXED. These hybrids gain species Primulinus with the larger varieties of the Gandavensis all the daintiness and graceful form of their Primulinus parent, formed by the drooping of the upper petal, and have an added coloring, from the softest primrose to a beautiful rose.....



Gladiolus Flora.

Beautiful golden yellow; large flowers. A very strong grower. We consider this wonderful variety much superior to Schwaben.

Buying Imported Bulbs In Advance of the Season

Florists generally throughout the country, are realizing forcibly the actual benefit to be obtained in making arrangement early in the year for their needs in **Dutch, French, Japanese and other Bulbs**. Such action on the part of the buyer enables us to anticipate requirements and take advantage of early quotations which are almost, if not always, invariably lower than prices ruling when shipping season opens in Europe.

Buyers should bear in mind that in making arrangements for their **Bulb needs** now they have all to gain since we guarantee market prices at time of shipment. Act at once for your own interests.

Guernsey Grown Bulbs

There has during recent years been a large demand for early flowering Narcissi, and in order to secure them the bulbs must be obtained from Guernsey. Formerly this stock was exclusively purchased by large growers who shipped same to the city commission houses. This year we have arranged for a fair supply of above to enable all of our customers who wish bulbs to come into bloom three to four weeks in advance of their Dutch bulbs; so we offer Golden Spur, King Alfred, Emperor, Von Sion, Trumpet Major, Victoria and Soleil d'Or. (Early orders advisable).

Why We Can Supply You With Bulb Stock to Advantage

Our establishments are located at central points, namely, New York and Chicago.

Personal inspection during growing and packing season.

A force of trained employees who "know bulbs," many of whom have had a lifetime training in this particular line.

We advance duty, forwarding, and all expenses, no charge is made for cases or packing, and our invoices show exactly the actual cost of produce placed on cars at American shipping point. Our terms of payment are liberal to buyers of time standing, such extension of time being allowed on duty and all expenses as well as on cost of bulbs (we do not collect for such at time of shipment as occurs when you import direct); shipping f.o.b. New York or Chicago, thus eliminating all worry and possibility of broker's overcharge to the buyer. Our experts visit the most prominent bulb forcing centers of this country during flowering season as well to keep in close touch with the public demand, thereby insuring our customers varieties that are in keeping with the times.

We can and will make it worth your while to look to us for your bulb needs each season.

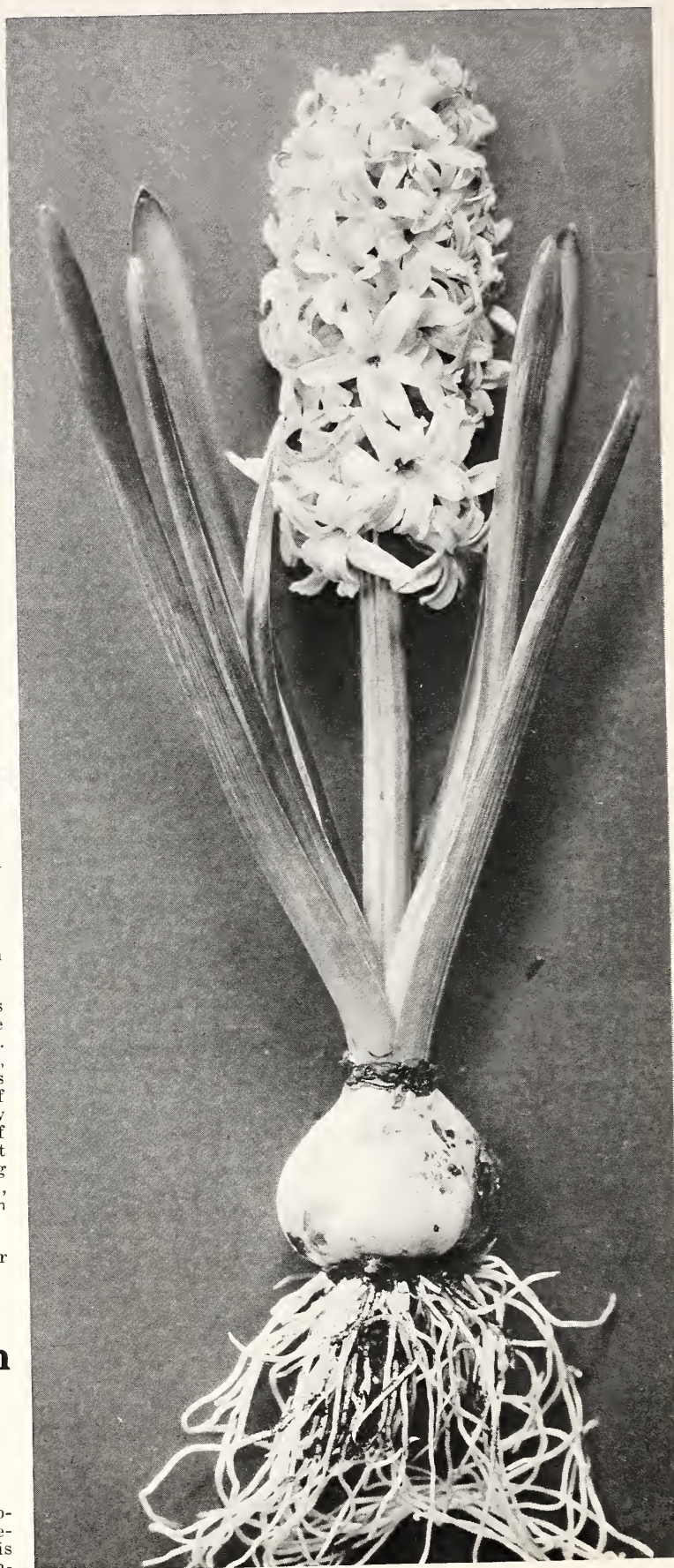
A. B. C.

Miniature Hyacinth or "Dutch Roman"

(CYNTHELLA HYACINTHS)

(See Illustration Opposite)

It may be said that the Miniature Hyacinths are not fully appreciated by the florist public, probably owing to the rather deceiving name. Yet in the entire group of Hyacinths, there is hardly anything more fascinating than a well grown pan of Miniatures. The spikes are slender, yet well provided with flower bells; the symmetry of the individual plants is indeed remarkable.



Miniature or "Dutch Roman" Hyacinth.
A. B. C. "Supreme" Quality.

Bulb Stock for Forcing and Bedding

American, French, Holland, Japanese, Etc.

We believe it will be much to your advantage to provide early in the new year for your 1925 bulb needs. Orders so placed obtain inside prices and if of reasonable volume are specially packed for individual customers in Holland. Act at once for your own interests. Varieties listed on these pages are most desirable for the florist trade.—A. B. C.

TULIPS

SINGLE EARLY TULIPS

Artus. Bright scarlet.
Belle Alliance. Scarlet.
Brilliant Star. Bright scarlet.
Cramoisi Brilliant. Brilliant scarlet.
Dusart. Dark scarlet.
Prince of Austria. Orange red.
Vermilion Brilliant. Scarlet.
Cottage Maid. Dark rose with white shade.
Cullinan. Delicate rose.
Flamingo. White flaked deep pink.
Ibis. Dark brilliant pink.
Pink Beauty. Dark rose.
Prosperity. Delicate pink.
Rose Grisdelin. Blush white edged delicate rose.
Rose Luisante. Deep rose.
Rose La Reine. Deep rose.
Chrysolora. Pure golden yellow.
Fred Moore. Orange red.
Goldfinch. Pure yellow.
King of the Yellows. Deep golden yellow.
Thomas Moore. Dull orange yellow.

Yellow Prince. Golden yellow.
Couleur Cardinal. Purplish scarlet.
Duc de Berlin. Red and yellow.
Joost van Vondel. Dark violet, shaded white.
Mon Tresor. Large, yellow, early.
Proserpine. Rose-violet, early.
White Swan. Pure white.
Mars. Deep rich scarlet.
Max Havelaar. Blood orange, flushed salmon-rose.
Pelican. Pure white.
La Reine. White slightly shaded rose.
La Reine Maximus. White, shaded pink.
White Hawk. Pure white.
Keizerskroon. Crimson - scarlet edged bright yellow.
President Lincoln. Pale violet with light edge.
Duchesse de Parma. Orange scarlet, bordered yellow.
Single Separate Colors.
Single Mixed.



Type of Darwin Tulip.

PARROT TULIPS

Admiral de Constantinople. Red, shaded orange.
Cramoisi Brilliant. Brilliant scarlet.
Perfecta. Bright yellow, scarlet and green.

Cafe Brun. Yellow, red feathered.
Lutea Major. Bright yellow, crimson and green stripes.
Markgraaf. Brownish red, feathered orange and purple.
Parrot Mixed.

DARWIN TULIPS

Baronne de la Tonnaye. Vivid pink, margined bluish.
Bleu Aimable. Bluish heliotrope, inside violet-purple.
Bartigon. Fiery crimson.
Clara Butt. Delicate salmon-pink.
Dream. Violet-mauve.
Feu Brilliant. Brilliant clear scarlet.
Faust. Deep purple-maroon.
Glow. Scarlet vermilion, distinct blue and white base.
Gretchen. Delicate flesh-color, inside soft pink.
Homer. Brilliant scarlet, darker at center.
King Harold. Mahogany-red, dark base.
La Tulipe Noire. Deep maroon-black.
La Notre. Light rose.
Loveliness. Soft carmine rose.
Mme. Krelage. Soft lilac rose, margin bluish-pink.
Massachusetts. Vivid pink, white center.
Nauticas. Purplish rose, center dark violet.
Farncombe Sanders. Rosy scarlet, white base.
Mrs. Potter Palmer. Bright rosy violet.

Painted Lady. Creamy white, tinged heliotrope.
Philippe de Comines. Velvety dark purple.
Princess Elizabeth. Rose with light border.
Pride of Chicago. (New). Bright vermilion-red, large blue-black base margined white; very large flower and a great favorite in the Chicago market.
Pride of Haarlem. Rosy carmine, with blue base.
Professor Rauwenhof. Cherry-rose, salmon glow inside.
Psyche. Rich rose, pale blue base.
Reverend Ewbank. Lilac mauve, silvery-heliotrope edge.
Salmon King. Rich salmon with white base.
Suzon. Soft buff rose shading to bluish.
The Sultan. Rich maroon-black with blue base.
Sieraad van Flora. Bright red with blue base.
White Queen. White.
William Copeland. Lilac rose.
William Pitt. Brilliant dark scarlet.
Victoire d'Oliviera. Carmine red.
Zulu. Rich velvety purple-black.
Darwin Separate Colors.
Darwin Mixed.

DOUBLE EARLY TULIPS

Boule de Neige. White.
Schoonoord. Snow white.
Couronne d'Or. Golden yellow flushed orange.
Mr. Van der Hoef. Golden yellow.
Tea Rose. Soft pale yellow.
Tournesol Yellow. Bright yellow shaded orange.
Tournesol Red and Yellow. Red bordered yellow.
Gloria Solis. Red bordered with gold.
Imperator Rubrorum. Rich glowing scarlet.
La Matador. Glowing scarlet with purple glow.

El Toreador. Orange scarlet bordered buff-yellow.
Rubra Maxima. Dazzling scarlet.
Titian. Red, bordered yellow.
Vuurbaak. Brilliant scarlet.
Murillo. Blush pink.
Salvator Rosa. Deep rose.
Blue Celeste. Soft violet-purple (late).
La Candeur. White.
Lucretia. Bright rose.
Peach Blossom. Beautiful deep rose.
Anna Roos. Deep pink, good forcer.
Double Separate Colors.
Double Mixed.

SINGLE LATE OR COTTAGE TULIPS

Bouton d'Or. Golden yellow.
Gesneriana Spathulata. Dazzling scarlet, blue base.
Gesneriana Lutea. Pale yellow.
Isabella. Creamy white, shaded carmine-rose.
The Fawn. Pale rosy fawn, changing to bluish rose.
Inglescombe Pink. Soft rose, with salmon bluish.
Inglescombe Scarlet. Brilliant scarlet, black base.
Inglescombe Yellow. Canary-yellow.
Mrs. Moon. Golden yellow.

Maiden's Blush. White, rosy margin, turns to crimson.
Moonlight. Soft yellow.
Parisian White. White turning to rose.
Parisian Yellow. Rich lemon-yellow with deep center.
John Ruskin. Rich apricot orange, flushed pink and gold.
Fairy Queen. Rosy heliotrope, amber-yellow margin.
Grenadier. Dazzling brilliant orange-red.
Late Mixed.

BREEDER TULIPS

Bronze Queen. Soft buff, inside tinged golden bronze.
Cardinal Manning. Dull wine-red, flushed rosy bronze.
Dom Pedro. Coffee-brown, shaded maroon.
Medea. Salmon-carmine.
Panorama. Deep orange-red, shaded mahogany.

Apricot. Apricot-orange.
Bacchus. Dark plum color.
Golden Bronze. Fine copper color.
Prof. Schotel. Heavenly blue.
Velvet King. Purple violet.
Jaune d'Oeuf. Rosy lilac, yellow bordered.
Breeder Mixed.

DARWIN TULIPS

Special grade for Mothers' Day forcing (bulbs smaller than first size for forcing).

Bartigon.
Clara Butt.
Rev. Ewbank.
Farncombe Sanders.
Wm. Copeland.
Inglescombe Yellow.

Europe. Bright carmine-red.
Pride of Haarlem. Old rose.
Roi d'Islande. Satiny rose.
Anten Roozen. Lovely rose tinted apricot.
Dal Ongaro. Pale lavender-violet.
Edmee. Vivid rose pink.

NARCISSI

French Grown

PAPER WHITE GRANDIFLORA

12 Ctms.—13 Ctms.—14 Ctms.—15 Ctms.

GRAND SOLEIL D'OR

So-called "Yellow Paper White." Select size.
Original cases contain 850 bulbs.

FRENCH TRUMPET MAJOR

Golden Spur.

Guernsey Grown

FOR EARLY FORCING

Golden Spur. Double nose.
Golden Spur. Single nose.
Grand Soleil d'Or.
Von Sion. Double nose.

Emperor. Double nose.
King Alfred. Double nose.
King Alfred. Single nose.
Victoria.

Holland Grown

SINGLE VARIETIES

Golden Spur. Deep yellow trumpet.
Mother bulbs. Round bulbs.

Emperor. Brilliant golden yellow trumpet. Mother bulbs. Round bulbs.

Victoria. Rich yellow trumpet with pure white perianth. Mother bulbs. Round bulbs.

Sir Watkin. Yellow cup with sulphur white perianth. Mother bulbs. Round bulbs.

Empress. Yellow trumpet with pure white perianth. Mother bulbs. Round bulbs.

King Alfred (Special offer). Rich golden yellow. Mother bulbs. Round bulbs.

Glory of Sassenheim (bicolor). Pure white perianth, yellow trumpet. Mother bulbs. Round bulbs.

Princeps. Yellow trumpet with sulphur perianth.

Poetaz Elvira. Pure white with yellow eye.

Trumpet Major. Deep yellow trumpet and perianth.

Mme. de Graaff. Pure white perianth, trumpet sulphur.

Poeticus Ornat. Pure white perianth with orange-scarlet center.

Poeticus Pheasant's Eye. Perianth pure white, cup orange-scarlet.

Cervantes. Double nose; pale yellow trumpet.

Poetaz Laurens Kostner. Double nose; pure white with orange cup.

Mrs. W. T. Ware (bicolor). Double nose; pure white with yellow trumpet.

DOUBLE VARIETIES

Von Sion. Pure golden yellow. Mother bulbs. Round bulbs. Double nose.

Alba Plena Odorata. Pure white. Sulphur Phoenix. Sulphur white.

Oranre Phoenix. White and orange.

Double Incomparable. Yellow and orange.

JONQUILS, or so-called SMALL-FLOWERED NARCISSI

Single.
Double.

Campernelle.
Rugulosus.

(Narcissi are also called Daffodils and Jonquils.)

Crocus. Named varieties, assorted. Separate colors.

Snowdrops. Single. Double.

Grape Hyacinths. Blue.

Scilla Sibirica. Blue.

Chionodoxa Lucilia.

DUTCH HYACINTHS

Top size, 19 ctm. up. 2nd size, 17x18. Bedding, 15x16.
1st size, 18x19. Forcing, 16x17. Miniature, 13x15.

La Grandesse. Snow-white.

Mme. van der Hoop. Pure white.

Gigantea. Fine blush pink.

L'Innocence. Pure white.

Gertrude. Rosy pink.

Marconi. Bright pink.

Lady Derby. Delicate rose.

Queen of the Pinks. Lovely pink.

Garibaldi. Carmine.

Grand Maitre. Deep porcelain blue.

King of the Blues. Deep glossy blue.

La Victoire. Brilliant carmine red.

Cardinal Wiseman. Bright rose.

Bismarck. Light blue.

Queen of the Blues. Light blue with silvery shade.

Yellow Hammer. Golden yellow.

King of Yellows. Pure yellow.

Victor Emanuel, 12x14 ctm.

Victor Emanuel, 16x18 ctm.

Bismarck, 16x18 ctm.

L'Innocence, 16x18 ctm.

Gertrude, 16x18 ctm.

Garibaldi, 16x18 ctm.

See above for colors.

CHINESE NARCISSI

Select size, 120 to a mat.

Mammoth size, 120 to a mat.



Dutch Hyacinth Gertrude.

American Grown Freesias "Supreme Quality"

FREESIA PURITY—Improved

We believe we are the largest handlers of high-grade Purity Freesia bulbs in America. All our fields are thoroughly examined during their growing stage by members of the firm to insure our customers the best the crops can produce. We can deliver Freesia bulbs early enough to enable you to get them in bloom for Christmas, if properly handled. Our bulbs are not grown in the wet districts of California, but are properly watered by irrigation. They are all grown near Los Angeles, which florists in California recognize as the best place to grow high-grade bulbs. The fact that we sell quantities in California of our own growing is evidence that florists know where the best quality is produced. Bulbs offered in the following sizes: $\frac{3}{8}$ to $\frac{1}{2}$ inch, $\frac{1}{2}$ to $\frac{5}{8}$ inch, $\frac{5}{8}$ to $\frac{3}{4}$ inch, $\frac{3}{4}$ inch and up, scarce, $\frac{7}{8}$ inch and up very scarce.

Novelties of Genuine Merit

AURORA. A large-flowering yellow suffused with orange; a variety which has many admirers.

CALIFORNIA. A large flower of bright, golden yellow, extra fine, strong growth and long stems; one of the very finest yellow Freesias.

CARMENCITA. Medium sized flower of a beautiful light orange-salmon hue with buff shading on the lower petals; long, wiry stems.

CARRIE BUDAU. A lavender pink, a great improvement over Gen. Pershing, larger flowers and heavier stems; an enormous grower and producer.

ILENA. Deep rosy lavender with white throat, deep orange blotch on lower petal and good stiff stems; flowers very large and very attractive.

JUNE MICHELSEN. Large-flowering, deep rose pink with light blush throat; three lower petals are veined purplish crimson with a deep yellow blotch on center petal; good stiff stem and strong constitution; a variety of special merit.

OLIVETTE. Bright carmine red with light yellow throat, lower petals having a deep yellow blotch with crimson veins; very profuse bloomer.

Descriptions are by Mr. Alois Frey, and bulbs offered are of his own raising.

GENERAL LIST OF COLORED FREESIAS

Fischer's Delicate Blue Splendens.

Sunset. Pink shades.

Frey's General Pershing. Light bronze.

Rainbow Mixed.

CALLAS

SUTTON'S MULTIFLORA

Introduced by A. B. C. in 1922 and is now recognized as being much superior, both in freedom of bloom and general strong character, to all white flowered Callas. Last year we could not supply the demand and can only offer a limited number this season, previous orders having practically taken up the present crop. $\frac{1}{4}$ -inch diameter.

Try this on A. B. C. recommendation.

CALLA ETHIOPICA

Large White Flowered. $\frac{1}{4}$ to $\frac{1}{2}$ in. $\frac{1}{2}$ to $\frac{3}{4}$ in., $\frac{3}{4}$ to 2 in., 2-in. scarce.

CALLA ELLIOTTIANA

Yellow Flowered. $\frac{1}{2}$ to 2 in., 2 to $2\frac{1}{2}$ inch, $2\frac{1}{2}$ in. and up.

Lily Bulbs Our Direct Connection In Japan Enables us to say,
"We Can and Will Supply You to Your Advantage"

Lilies

Lilies particularly for Easter blooming, are probably the most important of the entire category of bulbs planted by the florist and we have no intention of competing in the production fields with dealers who, when buying supplies of same, make price their one and only consideration. Our motto has and always will be "Quality First" and how well our personal Japanese representative has succeeded in supplying such is now attested by the fact that A. B. C. "Supreme" quality Lily Bulbs enjoy a reputation that brings forth commendations such as indicated opposite and which is one of the many we have on file in this connection.

ADOLPH D. MOHR, FLORIST, 76th AND BROADWAY

American Bulb Co.,

172 N. Wabash Ave., Chicago, Ill.

Kansas City, Mo.

Gentlemen: While resetting Lilies, we came to your lot. My nephew, who is sixteen years of age, said this:

"Now, what is the reason that all at once we get into such an even, splendid lot of Lilies so well budded."

My answer was that they were from the AMERICAN BULB COMPANY, and I feel that they are the best I have on the place. You will have to reserve for me more than my usual lot for next year.

Thanking you for past favors, I remain,

Very truly yours,

(Signed) A. D. MOHR.



The "Supreme" Trademark means Government Certification

Here, in front of a mound of sterilized soil for packing, two government officials are making a final exhaustive inspection. One of them examines each bulb; the second keeps careful watch over the packing.

LILIUM "ERABU"

Introduced to America by A. B. C. in the year 1919. Especially recommended to growers who are required to carry lily plants under comparatively cool temperature for Easter bloom.

(Erabu Grown, none genuine unless certificate issued by Japanese government accompanies each case.)

LILIUM CANTONICA (Oshima Grown)

The Easter Lily type for very early bloom. (The E. C. Amling Co., of Chicago, Ill., annually plant 100 or more cases of "Cantonica" for early flowering). A worth-while type for January-February bloom.

LILIUM GIGANTEUM ("A. B. C. Mountain Grown")

Lilium Giganteum remains as the standard variety to grow for Easter under heat control, as well as for blooming almost during the entire year. A. B. C. "Supreme" Quality L. Giganteum from cold storage is too well known to need commendation on our part.

PRICES

Size 6 to 8-inch, per case of 400 bulbs.....	\$38.00
Size 7 to 9-inch, per case of 300 bulbs.....	43.50
Size 8 to 10-inch, per case of 225 bulbs.....	50.00

American Bulb Company,
Chicago, Illinois.

Fremont, Nebr.

Gentlemen:—

Please add one case Lilium Giganteum to our order for Fall delivery. We would like to have the "MOUNTAIN GROWN" Lilies if possible. Those we had this year were excellent.

Yours very truly,

(Signed) GREEN'S GREENHOUSES, INC.

Chas. R. Green.

Excerpt from the Florists' Exchange and Horticultural Trade World, Issue of Oct. 11, 1924.

"WORKING FOR BETTER BULBS ABROAD"

The accompanying illustrations are submitted through the courtesy of the American Bulb Co., as interesting evidence of the thoroughgoing methods now being followed in the inspecting of the better quality, certified bulb stock for export to this country from Japan. Taken in order the pictures show the three-stage process whereby inferior bulbs are intercepted, either in the field, in the cleaning and sorting rooms, or in the packing sheds. It is worth remembering, when one is tempted to compare the large scale, high speed methods of Western civilization with the slower, lower priced hand labor of Europe and the Orient—to the latter's disadvantage—that it is the less spectacular but certain slow and steady policy that permits and insures the most careful study of bulbs and the elimination of all but the highest quality goods.



Field Inspection of Lilies Giganteum.

Being grown for the American Bulb Co. Every plant that shows any variation from type or any departure from perfect health is removed from the plantation in order that "Supreme" quality may indeed result.

Lilium Giganteum "A. B. C. Mountain Grown" From Cold Storage

We aim to supply Lilium Giganteum the year around and we believe it will be to your interest to arrange for your total anticipated need now and for delivery as required throughout the season.

ABC

SUPREME QUALITY

We Can and Will Supply Your
Lily Needs to Advantage.

—A. B. C.

“ERABU”

A. B. C. Improved

The most valuable Florists’
Lily introduced to the trade
in the past twenty-five
years.

During the year of 1919, our Mr. A. Miller made a tour of the Lily producing fields in Japan and noted particularly an exceptionally good type, unusually free blooming, the flowers of which attained a much stronger texture than shown in any other variety. Furthermore, the generally strong character and healthfulness of the plant appealed to Mr. Miller as being the type that florists would appreciate. Arrangements were then made for a supply of these Lily bulbs from the Island of Erabu, sample cases of which were exhibited at the florists’ convention held in Detroit, Mich., August, 1919. Florists quickly appreciated this worthy variety and have encouraged us to maintain the high standard of same.

American Bulb Company, Importers and Growers

SEITARO ARAI.

P. O. Box 7

1, ONOCHO, YOKOHAMA

CABLE ADDRESS “ARAISETARO, YOKOHAMA”

No. 3144.

Invoice of Two hundred and fifty four (254) cases of Liliums.

Shipped per C. P. O. S. “Empress of Russia” from Yokohama to Chicago, Ill.,

By order and Account and Risk of Messrs. American Bulb Co. Chicago, Ill., U. S. A.

Insured at The Taichu Marine Ins. Co. Ltd.,

Two hundred and fifty four (254) cases of Liliums. 1,000 bulbs, Cif. Chicago.

Mark	Pkgs.	Two hundred and fifty four (254) cases of Liliums.	1,000 bulbs, Cif. Chicago.
CHICAGO			
C/S. No. 1	7	Erabu Black stem	6/8" 400 bulbs. 2,800
2	47	" "	7/9 280 " 13,160
3	21	" "	8/10 210 " 4,410
4	14	" "	9/10 160 " 2,520
5	2	" "	10/11 150 " 300
6	11	" "	11/13 120 " 1,320
7	4	" "	12/13 85 " 340
8	1	" "	13/14 60 " 60
CHICAGO			
No. 11	60	Erabu Green Stem,	7/9" 280 bulbs. 16,800
12	20	" "	8/10 210 " 4,200
13	10	" "	9/10 180 " 1,800
14	13	" "	10/11 150 " 1,950
15	9	" "	11/12 120 " 1,080
29	2	" "	12/13 80 " 160
30	2	" "	13/14 70 " 140
No. 16	20	Oshima,	7/9" 280 " 5,600
17	2	" "	8/10 230 " 460
18	5	" "	10/11 150 " 750
19	1	" "	11/13 120 " 120
20	3	" "	7/9 300 " 900
254			58,870 bulbs. \$9,297. 93

E. & O. E.—
Yokohama, 19th July, 1919.

Photographic Copy of Invoice Covering First Shipment of Liliium
Erabu Imported Into America, Year 1919.



Lilium Erabu. A. B. C. Improved Strain.

Each case of A. B. C. Erabu Lilies contains government certificate, insuring you of trueness of type and healthfulness of bulbs. Erabu is particularly recommended to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom.

What “Fritz Bahr” the Noted Horticultural Writer and Florist Says of the “Erabu” Lily:

“This, to my mind, is the ideal retail grower’s Lily, for the reason that you can successfully grow it if necessary in a 50-deg. house. This does not mean that you will have the plants in for Easter should this great Lily day fall on an early date. To insure this, the house should be kept a little above 50 deg. From bulbs planted in October, you will start to cut flowers from early March on and some of the plants will come in about May. But what of that? With sound bulbs and just a little attention, almost ninety per cent will develop into good flowering plants that you can use as they come along. If you are willing to subject some of the late ones to enough heat and hold those a little too far advanced back in a cool house, you can manage to get a good percentage in for Easter week. Those who experience trouble with the giganteums should try the “Erabu.”

Place order now for delivery from 1925 crop, sizes 7 to 9 inch, 8 to 10 inch, 9 to 10 inch and 10 to 11 inch. Market price at time of delivery.

Plant Lily Bulbs *L. Giganteum Auratum*, *Speciosum Rubrum* and *Magnificum* on first and fifteenth of each month. Many of our customers follow this plan and find it profitable.

Hardy Lilies

**For Growing Under Glass or Outdoors.
Always a Profitable Crop.**

The so-called Hardy Lilies have come into such great favor during the past few years, that they are practically indispensable. Their ease of culture and unusual lasting qualities combined with low cost of bulbs, place them in the real "profit providing class." The *Speciosum* types *L. Rubrum* (*Magnificum*) are particularly desirable for corsage bouquets, memorial designs, etc., while *L. Auratum*, especially when grown under glass, has practically no competition as a decorative flower, and frequently is sold in the Chicago market at not less than 75c per bloom.

LILIUM SPECIOSUM MAGNIFICUM - Improved Rubrum (White Ground, Pink Spotted)

Size	Price Per Standard Size Case	Price Per 100
8 to 9 inch	\$20.00	\$14.00
8 to 9 inch	20.00	12.00
8 to 10 inch	20.00	15.00
9 to 10 inch	20.00	16.00
9 to 11 inch	20.00	18.00
10 to 11 inch	22.00	21.00

LILIUM AURATUM - Gold Banded Lily of Japan

Cream, spotted chocolate-red with gold band through center of each petal.

Size	Price Per Standard Size Case	Price Per 100
8 to 9 inch	20.00	\$14.00
8 to 10 inch	20.00	16.00
9 to 10 inch	20.00	18.00
9 to 11 inch	20.00	21.00
10 to 11 inch	22.00	24.50

25 bulbs priced at 100 rate, less than 25 bulbs invoiced at 20 per cent advance over 100 prices.

LILIUM CANDIDUM

Obtainable September and October. Write for Price.



Lilium Giganteum, Mountain Crown.



STANDING WREATH

Illustrating the Use of *Lilium Speciosum Rubrum* (*Magnificum*) with orchids in an unusually high class piece of designing. Sent by the Emperor of Japan as a tribute to our late President Warren G. Harding. Photograph furnished by the well known florists, J. H. Small & Sons, Washington-New York.

Lilium Rubrum (*Magnificum*) cannot be excelled for supplying "tone" to most all kinds of floral work.

Note. We aim to supply Hardy Lilies throughout the planting season. Book order now for delivery as wanted.

"FRITZ BAHR SAYS"

Rubrum or Magnificum Lilies

"Did you ever plant too many? For the average florist it means just this: He can get along without *Rubrum* Lilies, even not miss them. On the other hand, those who once get into the habit of using them usually find them such a profitable and at the same time easily handled crop that they try each year to prolong the flowering period, which with the help of cold storage bulbs, is not hard to do. Every florist with a retail trade should grow *Rubrum* Lilies. There is nothing finer for decorative work, for the corsage or the floral design. A plant grown in a pot makes a showy plant, and if not sold as such will frequently furnish you with flowers for three weeks from the time the first flower is ready to be cut until the last bud begins to open. The farther away you are located from the larger cut flower markets, the more valuable are *Rubrum* Lilies in your own establishment, the more necessary it is for you to try to have a few plants to cut from. To plant cold storage bulbs now into 5-in. or 6-in. pots is about all the work you will have with them, outside of watering. They will grow almost anywhere in or outdoors, and bloom in late Summer. Try this for a change: Plant in 6-in. pots; let the plants come along in a cool house. About May 15 take them outdoors and plant pot and all in a bed or cold frame, deep enough to cover the top of the pot about 4 inches. When in flower, use the individual blossoms, or if you plant out leave them out all Winter. Every plant will flower again the next year and better than before."

Mr. Bahr is author of "Commercial Floriculture" and for the past forty years a successful commercial grower and retail florist.

ABC

SUPREME QUALITY

American Bulb Company, Importers and Growers

Florist's Forcing and Bench Roses

CLIMBING OR TRAILING ROSES

For Easter, Mother's Day, Etc.

2-YEAR-OLD BUDDED STOCK ESPECIALLY SELECTED FOR FORCING. FALL 1925 DELIVERY.

EUGENE JACQUET (See illustration opposite). A vigorous growing Rose, producing large clusters of fragrant cherry-red flowers. A very desirable climber, and largely used by florists for forcing. Since this most valuable variety has up to this time been obtainable only in limited supply the same has not been generally offered; however, now that stock is increasing we predict that Eugene Jacquet will be more freely grown for Easter forcing than any of the other sorts usually produced for this purpose.

ROSERIE. Sport from Tausendschon. Like the standard Tausendschon in habit, with very charming deep pink or carmine flowers. An American introduction worthy of much more attention. A favorite florists' forcing variety.

TAUSENDSCHON. An extremely valuable and distinctive Rose. The buds are cherry-pink, opening to very double flowers of softer shades that eventually fade to white, all shades being found in a single cluster. Disease-resistant foliage, its smooth canes being almost thornless.

DOROTHY PERKINS. Clear cherry-pink, slightly fragrant flowers, borne in great profusion and lasting for a long time; they are double and the petals crinkled, which gives them a delightfully fluffy appearance. The plant makes a very strong growth.

EXCELSA H. W. (Walsh, 1908). An intense crimson, with the edges of the petals a little lighter, produced in immense clusters. Very similar to Crimson Rambler, but much superior to it in color of flower and in the glossy, disease-resistant foliage. Received Hubbard Gold Medal of American Rose Society.

CRIMSON RAMBLER. Great masses of crimson, semi-double flowers are borne by the vigorous plants.

ALL ORDERS FOR ABOVE VARIETIES BOOKED AT MARKET PRICE.

"BABY" ROSES For Fall 1925 Delivery

Roses forced in pots for Easter and other Spring holidays have increased greatly in number in the past few years. No plants are more attractive and the demand each Spring is larger than the supply. Therefore we urge buyers to anticipate their needs as early as possible.

TWO-YEAR-OLD BUDDED STOCK

BABY RAMBLER (Mme. Levvasseur). Crimson.
BABY TAUSENDSCHON. Pink, white shading.
BABY ORLEANS. Geranium Red.
BABY ERNA TESCHENDORF. Rosy pink.
BABY ELLEN POULSON. Cherry-pink.
BABY KOSTER'S ORLEANS. Rosy pink.
BABY IDEAL. Cherry-red.
BABY LAFAYETTE. Pink.

Note: We believe it will be much to your advantage to arrange for your 1925 Fall Rose needs upon receipt of this catalog. The 1924 supply was far under demand and it will likely be some years before surplus of same appears.

PLANT A PATCH OF HARDY PERENNIAL PLANTS, ACHILLEA, LARKSPUR, ETC. THEY WILL SUPPLY PROFITABLE CUT FLOWERS AND IMPROVE WITH AGE (SEE LIST IN THIS CATALOG).



Eugene Jacquet.

The "Queen" of all trailing Roses, for Easter, Mothers' Day, etc. We could not help that the photo above indicates a white flower, however, the blooms are bright cherry-red.

MISCELLANEOUS ROSES

HYBRID PERPETUAL (Leading varieties, such as Magna Charta, Paul Neyron, etc.) Market price.

HYBRID TEA (Leading varieties). 2-year-old budded stock.

BENCH ROSES FOR SPRING DELIVERY

This is now an important department of our business, and we have in Chicago and tributary towns the largest field in the world to draw from. We are generally in position to supply all varieties grown for cut flowers such as Premier, American Beauty, White Killarney, Columbia, Milady, etc. Write for latest market quotations or refer to list in classified columns of the Florists Review, beginning March, 1925.

Miscellaneous Florists' Plants

Our sources of supply for the following named plants are second to none. Packing and shipping is done by experienced men.

ASPARAGUS

Plumosus Nanus. Seedlings, \$1.50 per 100; \$12.00 per 1000. 2 1/4 inch pots, \$6.00 per 100; \$55.00 per 1000.
Sprengeri. Seedlings, \$1.25 per 100; \$11.00 per 1000. 2 1/4 inch pots, \$5.00 per 100; \$40.00 per 1000.

BEGONIAS

(DELIVERY MAY-JUNE)

Extra fine strong stock. 2 1/4 inch pots.
Cincinnati. \$35.00 per 100.
Mellor. \$35.00 per 100.
Chatelaine Supreme. \$12.00 per 100.

CYCLAMEN PLANTS

GENUINE "FERD. FISCHER STRAIN"
Seed furnished by American Bulb Co.

We have arranged with a specialist grower for a supply of Cyclamen plants which we can truly classify as A. B. C. "Supreme Quality."

	Per 100	Per 1000
Cyclamen Seedlings (3-5 leaves) ready now	\$6.00	\$55.00
Twice transplanted, ready Feb. 1st	9.00	90.00
2 1/4 inch pots, ready April 1st	14.00	125.00
3 inch pots, ready May 1st	17.00	160.00
4 inch pots, ready May 1st	35.00	325.00

DIELYTRA OR DICENTRA

(BLEEDING HEART)

We have a fine stock of these valuable plants. Very much in demand for church decorations and Memorial Day, if grown in pots.
Spectabilis. Large roots. 25 roots \$10.00; 50 roots for \$18.00; 100 roots for \$35.00.

BOSTON YELLOW DAISY

Ready now. 2 1/4 inch stock, \$7.00 per 100; \$65.00 per 1000.
Write for cultural directions on Daisies—sent free on request.

NEW DAISY, "MOTHER'S PEARL"

A perfect double white, very free flowering, blooming early and continuously. Prices, 2 1/2 inch, 25 for \$6.50; 50 for \$12.75; 100 for \$25.00; 1000 for \$200.00. Rooted cuttings, 100 for \$15.00; 1000 for \$125.00.

EUPHORBIA JACQUINIAEFLOREA

A valuable cut flower during the Winter months. Long sprays of this Euphorbia with the stems covered with small red flowers are especially useful for basket work. An excellent Christmas flower. 2 1/2 inch, per 100, \$22.50; 25 at 100 rate.

FERNS

Generally deliverable in quantity May-June, however, we can frequently supply same throughout the year.

We have made a contract with one of the foremost Fern Specialists to supply us with fine, clean stock.

Nephrolepis Bostoniensis. 2 1/4 inch pots.

Dwarf Boston. 2 1/4 inch pots.

Teddy Jr. 2 1/4 inch pots.

Verona. 2 1/4 inch pots.

Whitmani. 2 1/4 inch pots.

Price of the above \$7.00 per 100; per 1000, \$60.00.

TABLE FERNS

(IN FLATS, JUNE DELIVERY)

Aspidium Tsussimense.	Tremula.
Cyrtomium Rochfordianum.	Alexandria.
Pteris Wimsetti.	Victoria.
Wilsoni.	Rivertoniana.
Serrulata.	Cretica-Albo-Lineata.

Price of Table Ferns, \$3.00 per flat.

HYDRANGAEA, FRENCH

(An A. B. C. Specialty) (October-November Delivery)

In all leading varieties.

4 inch pots.

5 inch pots.

6 inch pots.

7 inch pots.

8 inch pots.

HYDRANGAEA OTAKSA

5 inch pots.
6 inch pots.

POINSETTIAS

True Xmas red. Produced by a specialist. 2 1/4 in. July-Aug. delivery. \$8.50 per 100; \$80.00 per 1000.



French Hydrangeas Provide Most Desirable and Profitable Pot Plants for Easter and Mothers' Day Sales.

PRIMULA OBCONICA

We are extensive contract growers of this important florist's plant and are in position to furnish best types such as Mueller's and Mohnstein's strain, etc.

(READY AUGUST)

In assorted varieties. 2 1/4 inch, market price.

PEONIES—UNNAMED

A. B. C. "Supreme" Quality Extra strong 3-5 eye divisions.

We are in position to supply all worth while named Peonies; however, we recommend Fall planting for such and our special price list of same will be mailed to the trade next July.

White, Red and Pink. Packed 100 per case in equal quantities Per 100 of each color\$18.00
Mixed colors 16.00

SPIRAEA CLUMPS

(NOVEMBER DELIVERY)

Extra fine stock. Large clumps.

	Doz.	100
Gladstone. White	\$6.00	\$40.00
Queen Alexandra. Clear pink	6.00	40.00
Peach Blossom. Pink	6.00	40.00
Princess Mary. Rose	7.00	50.00
America. Lilac rose	6.00	40.00
Rubens. Deep rose	6.00	40.00

MOHR'S "PINK BEAUTY" SNAPDRAGON

New and wonderful Winter bloomer. Stock ready now. Rooted cuttings, \$4.00 per 100; \$35.00 per 1000; 2 1/4-inch, \$8.00 per 100; \$75.00 per 1000.

We make a specialty of Snapdragon plants in all varieties in season.

VINCA MAJOR VARIEGATA

One of our growers contemplates being in position to supply 50,000 Vincas for the coming Fall season both in strong field runners and clumps. Market price.

DOUBLE FRINGED PETUNIAS

Provide excellent plants for Mothers' Day sales. Choicest selections. Stock ready now. Rooted cuttings, \$2.50 per 100; \$20.00 per 1000; 2 1/4 inch, \$5.00 per 100.

FERTILIZERS

Sundries and Florists' Supplies

ARTIFICIAL FLOWERS.

	Per doz.	Per gross
Sweet Peas, Assorted Colors.....	\$.50	\$ 4.00
Cotton Cosmos, Assorted Colors.....	1.00	10.00
Pussy Willows, Single Stems.....	.80	7.50
Pussy Willows, Three Stems.....	1.50	15.00

THISTLES. No. 22 Bis—3 burrs to one stem, assorted colors, \$1.50 per dozen.

BULB BOWLS.

	Per doz.	Per 100
Black Jet 4-inch.....	\$3.25	\$25.00
5-inch.....	4.50	35.00
6-inch.....	6.50	50.00
Japanese Dragon, 6-inch Green.....	7.00	55.00

BULB FIBRE. \$1.50 per bushel.

CANE STAKES. Japanese.

	Per 1000
Green Dyed, 1 1/2-foot, 2000 to a bundle.....	\$ 3.50
2 1/2-foot, " " " ".....	4.25
3 1/2-foot, " " " ".....	4.85
4 1/2-foot, " " " ".....	6.00
5 1/2-foot, " " " ".....	7.00
6 1/2-foot, " " " ".....	8.25
Natural 5 to 6 foot, " " " ".....	10.00
6 to 8 foot, " " " ".....	12.50
8 foot, 1000 to a bundle.....	15.00
8 foot, 1000 to a bundle.....	17.50

CHENILLE. All standard colors, 12-yd. rolls.....\$0.45 Each Doz. \$4.50

CHIFFON. 4-inch, all colors, 6 1/2 cents per yard.
6-inch, all colors, 7 1/2 cents per yard.

CHIP MATS.

All colors, \$2.00 per dozen, \$17.00 per hundred.
Plain Checks, \$2.75 per dozen, \$22.00 per hundred.

CLIPS. Bulldog. Box of 1000, \$1.00; box of 10,000, \$9.00.

CLIPS. Rose Everlasting. Box of 1000, \$3.75; 10 boxes, \$35.00

CREPE PAPER. Papyrus Waterproof.

All colors, per roll 35c; per doz., \$3.85; per 100, \$30.00.

CORSAGE PINS. Assorted Color Heads, 5 in., \$2.00 per gross.

CYCAS LEAVES.

8 to 12, per 100.....	\$3.00	28 to 32, per 100.....	\$ 6.50
12 to 16, per 100.....	3.50	32 to 36, per 100.....	7.50
16 to 20, per 100.....	4.50	36 to 40, per 100.....	9.00
20 to 24, per 100.....	5.00	40 to 44, per 100.....	10.50
24 to 28, per 100.....	6.00	44 to 48, per 100.....	11.50

FIBRE RIBBON. Silk.

White, Pink, Lavender, Purple, Yellow, Red, Moss, Nile, Blue, 50-yd. bolts, 1-inch, \$1.50 per bolt, box of 15 bolts, \$1.40 per bolt.

GREENING PINS.

Box of 10 lbs., \$2.25, 10 boxes, \$20.00.

HOSE, ELECTRIC.

	50 ft.	100 ft.
1/2-inch, per foot.....	18c	16c.
3/4-inch, per foot.....	20c	18c.
Couplings, 25c each, extra.		

HYACINTH STAKES. (See Match Sticks.)

IMMORTELLS. Per bunch 55c; per dozen, \$6.00.

LABELS.

	Plain	Painted
4 inch, per 1000.....	\$1.30	\$1.65
5 inch, " ".....	1.60	2.00
6 inch, " ".....	2.00	2.50
8 inch, " ".....	5.50	6.00
10 inch, " ".....	6.65	7.75
12 inch, " ".....	9.00	10.75

LYCOPodium, DYED. 10 lb., cartons, \$2.95 per carton.

MOSS, SHEET. \$2.50 per sack; 5 sacks, \$11.25; 10 sacks, \$20.00.

MOSS, SPHAGNUM.

	F. o. b. New York	F. o. b. Chicago	F. o. b. Woods
1 Bale.....	\$2.00	\$ 1.75	
5 Bales.....	9.50	8.50	
10 Bales.....		16.00	\$15.50
25 Bales.....			37.50
50 Bales.....			
100 Bales.....			

Prices quoted on larger quantities.

MAGNOLIA LEAVES. Brown, Green, Purple.

\$1.45 per box, 6 boxes \$1.40 per box, 12 boxes \$1.35 per box, 100 lb., cases \$19.00 per case. Red. Per box, \$1.95.

MATCH STICKS. (Hyacinth Sticks.)

Dyed Green, 12 inch, per 1000.....\$1.95
Dyed Green, 18 inch, per 1000.....2.95

NEPONSET POTS.



Size	Crate Holds	f. o. b. Chicago or New York per 1000
2 1/4 inch.....	1000	\$ 4.20
2 1/2 inch.....	1000	4.65
3 inch.....	1000	5.95
3 1/2 inch.....	1000	7.45
4 inch.....	500	9.20
5 inch.....	500	14.25
6 inch.....	500	19.10

PAPER.

Tissue American Beauty, 400 sheets.....\$ 1.50
Tissue American Beauty, 4000 sheets.....14.00
Green Wax, 400 sheets.....2.75

RIBBONZENE. All colors, 500 yd. spool, \$2.00.

SHOWER RIBBON.

No. 2 White, picot edge, 50 yd. bolts, each \$2.00; per dozen bolts, \$17.50 each.

GERMAN STATICE—WHITE.

Best Statice on market. Imported by us direct from Germany.
1 lb. lots.....\$0.85
10 lb. lots, per lb......75
25-50 lb. lots, per lb......70
Original case, 110 lbs., per lb......60

Colored Statice

Purple, Gold, Silver, Lavender, Pink, Blue, Red, per lb..... 1.50

THREAD, GREEN. Box of 8 spools, \$1.50.

TINFOIL. Plain 5 inch, 6 inch and 7 inch.

1 lb., 25c; 10 lbs., 20c; 25 lbs., 17c; 100 lbs., 15c per lb.
Green or Violet, 45c per lb., 10 lbs., 40c per lb.

TOOTHPICKS. (Wired.)

Plain box, 10,000.....\$ 2.50
Plain box, 50,000.....11.50
Green box, 4,500, 4 inch.....3.00
Green box, 3000, 6 inch.....2.75

TWINE COTTON. 5 sacks, 3 to 4 ply, 65c per lb.

WIRE. 12 lbs. to box, cut 12 inch and 18 inch.

No. 18.....	\$1.80	No. 26.....	\$2.95
No. 20.....	1.75	No. 28.....	3.40
No. 22.....	2.00	No. 30.....	3.65
No. 24.....	2.50	No. 32.....	4.00

WIRE WORK. At standard prices; all designs.

WHY BUGS LEAVE HOME



Wilson's O. K. Plant Spray. A powerful yet harmless efficient insecticide, which has stood the test. Per quart, \$1.00; \$3.00 per gallon; 5 gallons, \$10.00; \$20.00 for 10 gallons.

INSECTICIDES

Nicofume Liquid. 1 lb. can, \$2.25, 4 lb. can \$8.00; 8 lb. can, \$15.00.

Nicofume Paper. 24 sheets \$1.25, 144 sheets, \$5.50; 288 sheets, \$10.00.

Hall's Nicofume Powder. 2 1/2 lb. cans, \$2.50; 10 lb. cans, \$8.50.

FERTILIZERS. All prices quoted f. o. b. Chicago, except where quoted f. o. b. New York

	100 lbs.	500 lbs.	1000 lbs.	Ton
Wizard Pulv. Sheep Manure, f. o. b. Chicago.....	\$2.50	\$9.00	\$17.00	\$32.00
Wizard Pulv. Sheep Manure, f. o. b. New York.....	3.25	15.00	26.50	50.00
Wizard Cattle Manure, Shredded, f. o. b. Chicago.....	2.15	9.00	16.50	31.00
Wizard Cattle Manure, Shredded, f. o. b. New York.....	3.25	15.00	26.50	50.00
Rose Growers Bone Meal.....	3.50	15.00	27.00	52.00
Regular Grade Bone Meal.....	3.25	13.00	24.00	45.00
Blood and Bone.....	2.90	12.00	22.00	42.50
Star Acid Phosphate, 14 percent.....	2.35	7.50	14.00	27.00
Horn Shavings, \$5.00 per sack, 10 sacks, \$4.75 per sack.				

ORDER NO.

Ship To (Please prefix)
NAME. (Mr., Mrs. or Miss)

County _____ State _____

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in Space Above.

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EXPRESS

Fertil.

Answer

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Amount Forwarded

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AMERICAN BULB COMPANY

Importers & Growers

Chicago
and
New York



New Large Flowering Hybrid or "Art" GLADIOLI

A comparatively new strain of Gladioli that florists generally have not as yet become fully acquainted with, the better varieties of which have been introduced by that wizard of Gladiolus hybridizers, A. E. Kunderd. To growers who have had failure under glass with the large flowering Gladioli, this type is recommended. They cannot only be flowered in a comparatively short period of time, but they not infrequently produce two and more flowers to the first size, properly cured, forcing bulb.

The rich tones contained in some of this new type particularly fit them to the obtaining of "high art" effects and harmonizing in vase and basket work in connection with the new Dahlia-flowered Zinnias, etc.

Mr. George Weinhoeber, the well known Chicago retailer, known from coast to coast for his flower artistry and ability to harmonize flower colors, likewise Holm & Olson, of St. Paul, Minn., and Max Schling, of New York City, both of whom are also well known for their skill in flower arrangement, have used this particular type of Gladiolus in their high class vase and basket work almost since the introduction of this worthy type.

Make a trial, either under glass or for outdoor planting, of the three predominating varieties, i. e.

MAIDEN'S BLUSH
ALICE TIPLADY
SALMON BEAUTY

All offered are good, but we feel certain that the above three will make you a "booster" for "ART GLADIOLI."

Alice Tiplady

The introduction of this wonderful variety caused the florists' trade to "sit up and take notice" of the real value of this new type. A grand, large Prim. of most beautiful orange-saffron color. Very choice. Alice Tiplady was awarded the First-class Certificate of Merit by North Shore Horticultural Society, Manchester, Mass., Summer of 1919. Winner of hundreds of later awards. We offer bulbs grown from the originator's (Kunderd) stock.

Price:	100	1000
1½ inches and up	\$5.00	\$45.00
1¼ to 1½ inches	4.50	40.00

Mr. A. Miller, Pres.,
American Bulb Co.,
172 N. Wabash Ave., Chicago, Ill.

New York, July 11, 1923.

Dear Sir:

I received the sample shipment of Gladiolus Maiden's Blush with your request to tell you something about the quality of the flower. The letter without the sample shipment would have been sufficient, because the Gladiolus is known to me. This is the second season we are selling this type. It is a good grower, blooms early and gives a very good return. It is one of the best lasting among the Primulinus Gladioli, better lasting than any of the others and producing a better form of flower.

In water the Maiden's Blush develops up to the last flower.

We are using it as a cut flower and for decorative purposes, both to good advantage, and it is a very valuable commercial variety.

MS-GS

Yours very truly,

(Signed) Max Schling.



Illustration above indicates, insofar as printed matter can convey, the striking effect which can be realized by the use of new large flowering hybrid or "art" Gladioli combined with A. B. C. Gold Medal Dahlia Flowered Zinnias, etc. Arrangement by George Weinhoeber, the well-known retail florist of Chicago. "Maiden Blush" Gladioli Predominating.

Maiden's Blush

This Gladiolus has a combination of qualities that promise to make it one of the most popular varieties in existence. Earliest of all. Forces in seven weeks. Most attractive and charming, deep enchantress-pink. Free blooming. Produces an average of two spikes from first size bulbs when forced, and when grown outside the second size bulbs often act in the same manner. Prolificness. Makes an abundance of large bulblets that germinate easily. We hold possibly the largest stock of Maiden's Blush in this country.

Price:	100	1000
1½ to 2 inches	\$4.50	\$40.00
1¼ to 1½ inches	4.00	35.00

From the "Florists' Exchange," May 17th, 1924:

"The beautiful Gladiolus Maiden's Blush is now coming into the market from various local greenhouses, having been brought into bloom from 75 to 80 days. It is finding a large sale, most of the stock arriving being taken up by a few of the prominent retailers in Chicago. Fleishmann Floral Co. had this new variety on exhibition in its large show window on Jackson Blvd. the past week, with a large display sign calling attention to it. It is predicted that when the stock of bulbs of Maiden's Blush is obtainable in quantity, it will be very generally grown in large volume throughout the United States, both for forcing and outdoor culture. This grand variety is not only fine for cut flower purposes, but the fact that it can be bloomed in such a comparatively short time makes it particularly valuable to the florist trade, especially for greenhouse forcing. Bulbs of the first size invariably produce from two to three good flowering spikes, thereby providing good profits for the grower. Growers interested in Gladiolus culture will, we believe, do well to keep an eye on this excellent newcomer in the Gladiolus family."

From the "Florists' Review," May 17, 1924:

"Growers state that they regularly get two and three flowering spikes from each first-size bulb of Gladiolus Primulinus Maiden's Blush."

**For Complete List of "Art" Gladioli
SEE INSIDE PAGES**



Lilium Erabu—Erect Blooming Type.

A. B. C. Lily Headquarters

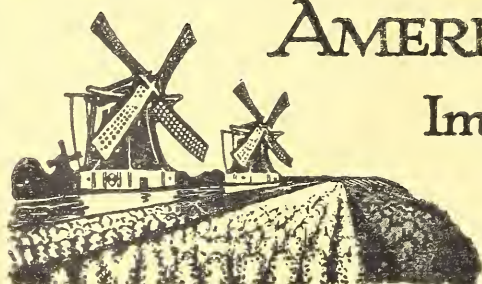
HARDY PERENNIAL PLANTS

Plant a patch of Achillea, Delphinium, Gaillardia, Shasta Daisy, Statice, etc. They will supply profitable cut flowers and increase with age. (See list in this catalog).

WHOLESALE PRICES
For Florists, Seedsmen
and Nurserymen—1925



Delphinium (Larkspur) Belladonna.



AMERICAN BULB COMPANY

Importers & Growers

172 No. WABASH AVENUE
Chicago, Ill.
6 MURRAY STREET
New York City

